



DECEMBER, 1942

THE

# MANUFACTURING CONFECTIONER

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

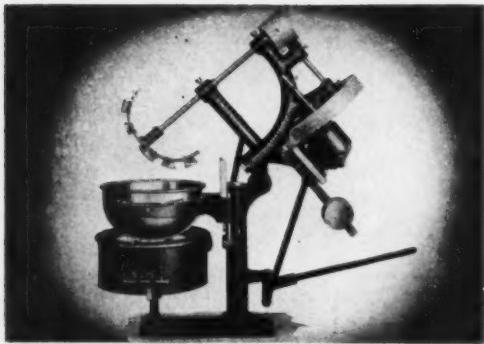
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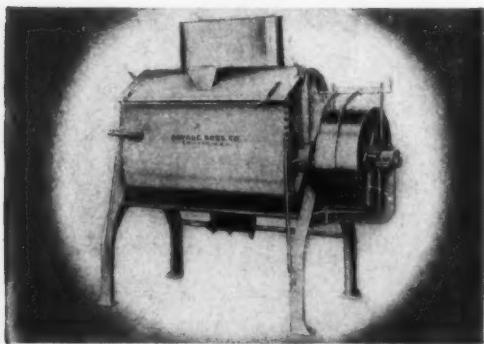
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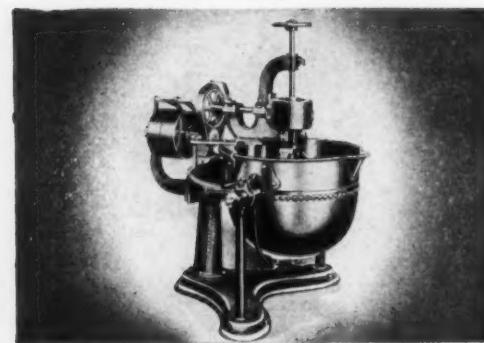
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Historic Broadcast (Page 15)



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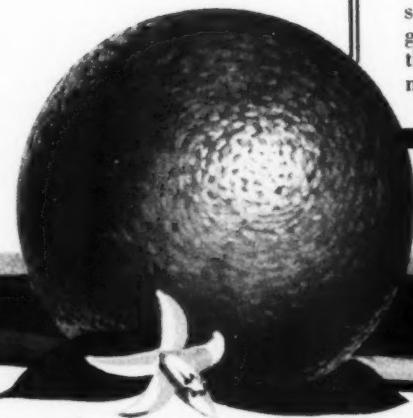
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for December, 1942

# BACKGROUND VALUES... a PART of the product, APART from the price



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products delivered, therefore, in the face of—and in spite of—present difficulties, does not constitute an altogether new or insurmountable problem. Given fair cooperation by our customers in anticipating their needs somewhat in advance, our packing, shipping and traffic departments can

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of HIGHEST GRADE FLAVORS,  
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# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

Vol. XXII. No. 12

December, 1942

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SUBSCRIPTION PRICE: ONE YEAR, \$3.00  
TWO YEARS, \$5.00 PER COPY, 35c

Entered as Second Class Matter at the Post Office  
at Pontiac, Illinois, under the act of March 3, 1879.  
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## IN THIS ISSUE

The Confectionery Industry After a Year of War.....	12
Industry Sponsors Memorable Broadcast.....	15
Western Salesmen Meet in Chicago.....	17
Order M-145 Curtails Chocolate Use.....	17
Editorials—	
Proper Salvage.....	18
The Roosevelt Broadcast.....	18
Candy Clinic Analyses in 1942.....	Eric Lehman 20
1942 Candy Clinic Selections.....	21
Industry News.....	26
News of the Supply Trade.....	28
Open Letter to Manufacturers.....	John Mack 31
Mohlman Tells of War Work.....	32
Annual Index of Editorial Material, 1942.....	38
Annual Index of Authors, 1942.....	41
The Clearing House (Classified Advertising).....	34
Advertisers' Index.....	42

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

Publishers of

THE MANUFACTURING CONFECTIONER - CANDY PACKAGING - THE CONFECTIONERY BUYERS DIRECTORY



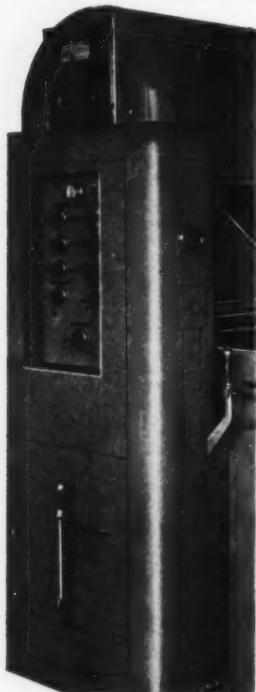
Publication Office: Pontiac, Illinois



Executive Office

400 West Madison St. (Daily News Bldg.)  
Chicago, Illinois, Telephone Franklin 6369

Eastern Office  
303 West 42nd St., New York City, N. Y.  
Telephone . . . . . Circle 6-6456



**The GREER  
COATER**  
A Quality Producer

## Maintenance Tips on Coaters

**How to save wear and keep your  
Equipment Young!**

1. Keep coaters clean inside and out—clean machines induce better workmanship and higher morale.
2. Make one person responsible for cleaning and greasing all moving parts of coaters and drives. "An ounce of grease is worth a pound of repair parts!"
3. Periodically check all moving parts such as bearings, shafts, gears, sprockets, chains, shaker ratchets and pawls, clutches, etc., and repair or replace badly worn parts before they break and cause further damage.
4. Inspect pump bearings and packing glands frequently.
5. Keep steam and water valves in good condition.
6. Clean blower blades, air pressure chamber, and motors at least once a year.
7. Wire belts are quite often ruined by careless operation—do not start wire belts until all chocolate is completely melted on drive rolls, scrapers and shafts. Do not operate a wire belt with even one broken strand in it. Replace broken strands at once.

*Call on us for maintenance advice and replacement parts.*

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Manufacturers of Confectionery Machinery  
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**100% on War  
Production Now**

## OUR WISH FOR 1943...

May the Spirit of Christmas  
be kept aglow as a symbol of  
hope for the lights of liberty  
to shine again throughout the  
world.     ★ ★ ★ ★ ★



**ROSS & ROWE, INC.**

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# Christmas Wishes with a Special Ring



*American Maize-Products Company*

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in one operation  
BY THE  
**SIMPLEX**  
**VACUUM**  
COOKING COOLING SYSTEM



PATENTED

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**Increased Production**—with one (1) 5 foot cream beater, 800 pounds per hour (actually being produced.)

**Saving in fuel & water**—because of lower cooking temperature and vacuum cooling.

**Smoother and whiter product**—because of lower cooking temperature and quicker cooling.

**Less labor required**—because the necessity of washing or steaming beater is eliminated.

Also many other advantages almost too numerous to mention.

Without any obligation we are ready to extend the fullest cooperation to you to help you determine what we can do for you in your own plant under your own working conditions.

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**PRICES** — Fair at all times

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world's largest group of Lemon Growers

**NOW OUTSELLS**

ALL OTHER BRANDS COMBINED

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National, pioneer domestic producer of U.S. Government Certified Food Colors, makes the most complete line of Primary Colors and Blends. With its 35 years experience in helping food manufacturers meet every requirement of shade, strength and uniformity, National Certified Food Colors merit your careful consideration.

We invite you to use National Technical Service for color matches, formulas or other helpful data.



Certified Food Color Division

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ALLIED CHEMICAL & DYE CORPORATION

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(PURE DEXTROSE SUGAR)

Quality  
Uniformity  
Economy

CONFECTIONERS CRYSTAL  
THREE STAR CORN SYRUP  
CONFECTIONERS STARCHES

CERELOSE  
PURE DEXTROSE SUGAR



A  
Merry Christmas  
AND A  
Happy New Year

CORN PRODUCTS SALES COMPANY · 17 BATTERY PLACE, NEW YORK



MERCKENS CHOCOLATE CO. INC.  
Seventh and Jersey Streets, Buffalo, New York



## Peace on Earth

Faith and Hope is woven into the hearts  
of all of us in this great land of ours.

We hold high the shining symbol of  
Christmas and the bright light of Freedom  
and Liberty for all the peoples of all the  
world to see the way out of the night into the  
sunshine of Peace on Earth, good will to men.

We hold priceless the loyal friendships  
and good will we enjoy and with this feeling,  
express to you our best wishes for a Merry  
Christmas and a Happy New Year.

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Established 1912

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# The Confectionery Industry After One Year of War

This year-end statement represents a consensus of opinion based on facts and opinions gathered from leading concerns in the Industry

**T**he confectionery industry like other segments of the food industry has felt the shock of all-out war. The year 1942 brought transportation difficulties, quota cuts in necessary candy ingredients, and loss of manpower, but it also served to make the industry more alert, to awaken it to the true role candy plays in the daily diet. The industry has been challenged as to the essentiality of its product and the industry is answering that challenge with sound, concrete facts which will establish confections as a valuable food for all time.

## Production

The report of the Department of Commerce on manufacturers' sales of confectionery and competitive chocolate goods indicates that the sales based on pounds in October, 1942, were 10% less than the quantity sold in October, 1941. The report for October, 1941, showed a 21% increase in sales for that month as compared with October, 1940. These reports seem to indicate that the industry may be heading for a continued decrease in volume. Inventories of raw materials and of finished products are apparently practically exhausted. The effects of rationing will be in increasing evidence.

## Raw Materials

Although it has been only a year since Pearl Harbor, candy manufacturers as well as consumers have adjusted themselves to sugar rationing. Obviously, with the quota of only 70% on sugar and 60% on chocolate it will be impossible to meet the extensive demands for candy. It is to be expected that if curtailment continues, candy in the form the civilian population knows it will be somewhat changed during the next year.

To prophesy what the future will hold for the industry on the availability of its product is impossible. Certainly, as the war continues an increased amount of candy will be required to supply the various rations. For example, the so-called "Comfort Kit" ration includes 200 one-ounce packages of hard candies. As more and more men are transferred to foreign soil, more and more of the army rations will be required for their use. In view of this possibility, it is quite likely that the demands for candies for inclusion in the various rations during the 1943 period will be three or four times the demand in 1942. Our armed forces are just American boys who have been brought up on penny candy, popular candy bars, jelly beans, gum drops, chewing gum—these foods have become an essential part of their diet. The newspapers tell us day after day how highly service men

prize candy—in one fighting area it has a higher exchange value than U. S. Currency.

It is obvious as the demands for the confections increase, both for filling rations as well as supplying the various government agencies which purchase candy for resale, decreasing amounts will be available for the public.

The recent arrival of shipments of beans from Africa and Brazil—the first received for quite some time—have somewhat eased the cocoa and chocolate situation. In fact, with the transfer of troops to Africa, many manufacturers and buyers are hoping that an increased supply of cocoa beans will be forthcoming. There are plenty of cocoa beans in Africa and South America and as the war progresses, it is hoped that increased activity in shipping of supplies will take place.

The corn products industry has reached an all-time high in production. The Industry has adopted an equitable distribution plan for its available supplies among its customers, on the basis of their 1941 purchases.

The shortages of oils and flavors will serve to make candy manufacturers increase experimental and testing work. The availability of technological laboratories and testing facilities are justifying themselves in increased measure. Candy making has evolved into more than just a craft; it is a science. The food technologists in manufacturers' laboratories are required today to develop new formulae with new materials.

With the reduction in the production of paper, it is evident that there will be future curtailment in paper packaging supplies. It is felt that a restriction order may be issued restricting the use of paper materials for the manufacture of certain types of boxes for candy packaging. Washington observers state that novelty packaging such as heart shaped boxes and other holiday treatments will be curtailed as a further step in the simplification program. The trend in the candy industry as well as other industries will be to eliminate frills, novelties and to simplify and streamline wherever possible. Some companies have reduced their lines as much as 75%.

## Distribution

The distribution problems confronting the candy manufacturers are many. To date there have been few inconveniences due to transportation regulations, but the lack of transportation facilities constitutes one of the 1943 fears. On the other hand, it is true that because

candy is such a concentrated food and closely resembles some dehydrated foods in that it contains very little moisture, a carload of candy contains more food units and more nourishment than many other foods.

The fact that additional sugar and chocolate can be obtained for candy to be sold to government agencies, including Post Exchanges and now ships' service stores, has increased the distribution to these agencies.

NCA, after a number of conferences with the government officials, is distributing a uniform certificate form and a suppliers' certificate form which may be used in submitting reports on which extra-quota sugar certificates may be secured. This program will, of course, increase the clerical work of the jobbers and the manufacturers as well as the government purchasing agencies, but it constitutes one method of assuring the government agencies that supplies will be readily available. There is some opinion in Washington that the extra-quota procedure is wrong and that government priority rating would assure the government of securing preference in the distribution of the available supplies of candy. However, if such action is taken the total volume of sales would be decreased tremendously. It is generally recognized that a very major portion of the business of candy manufacturers today is extra-quota business.

In regard to trends in the jobber sales, some manufacturers report an increased business through jobbers. On the other hand, governmental agencies such as Post Exchanges are being sold direct by a number of manufacturers.

The picture in regard to sales forces is rather conflicting. Some manufacturers are continuing their salesmen on a monthly salary, but are not requiring them to report for duty. In fact, some of these salesmen are now working in defense plants. However, in other cases, salesmen are engaged in merchandising new lines of business being produced by their firms or are devoting their time to building good will and keeping the firm's name well remembered by customers.

## Supply Industry "Circuit Riders"



Will gasoline rationing bring back the horse? These supply trade representatives are prepared for the worst. (Left to right), Lew J. Lyon, William Wadenpohl and F. J. MacCauley of the Callerman Brokerage Co., Chicago.

### Legislation

Legislative action during 1943 was good to the candy industry. The possibility of a 15% excise tax on candy and chewing gum was recognized by the industry. Through aggressive, constructive, widespread, organized action the position of the industry against discrimination was presented to the policy makers. The Ways and Means Committee recognized the merit of the claims made by the industry.

State Treasuries, because of decreased revenue from gasoline and other source, will be casting around for additional methods of raising the necessary funds for financing of state activities. Efforts on the part of a few state legislators during the year to place special taxes on candies as are now placed on gasoline, cigarettes and other items, have been successfully defeated. State legislatures, in such cases, have been convinced that placing a special tax on candy is inequitable.

### Government Agencies

Many individuals in government agencies, like those in other walks of life, do not know the candy industry. Many of these individuals like candy, eat candy, but have not subconsciously placed it very high in ranking in the essentiality of different products. As war increases, businesses expand in scope and importance in relation to their essentiality. The feeling that the confectionery industry should receive the same quota of sugar as other such industries is a distinct recognition of the importance of candy.

However, if the OPA should decide to allocate sugar and other ingredients on a preferential, instead of on an horizontal basis, the confectionery industry would be faced with serious problems.

New regulations of the General Maximum Price Regulations will, undoubtedly, further effect the confectionery business. OPA officials state that the general trend will be to fix prices on the basis of specific grades and labels. The extent to which any label program may be applicable to the confectionery industry is "nil" according to the opinions of many candy manufacturers. To establish price regulations on certain grades would be impractical and inequitable and be of little, if any, value to the consumer.

The recent action of the Manpower Commission in which the Administration has taken the authority to redistribute labor is another one of the 1943 confectionery fears. Some manufacturers report that the majority of their employees are female and that thousands of employees have already left their factories for work in defense plants.

### Nutrition

The confectionery nutrition story is being told in every way possible—radio, advertising, newspapers, pamphlets. All attempts are aimed at one goal—to prove the value of candy in the diet—to prove that it is actually a nutritious food, not a luxury.

Three pamphlets have been issued for distribution to nutritionists, dieticians, doctors, government agencies and other molders of national opinion. These pamphlets are:

- 1) Candy—Its Place In The Diet
- 2) Candy—A Valuable Food
- 3) Fighting Foods—For The Armed Forces

Although the word "militant" is quite a strong adjective to use in describing any action, it does describe the industry's attitude toward the future. The industry shall use every means to prove the essentiality of the industry and the value of candy as a healthful, wholesome food containing essential nutritive values.

# Memorable Broadcast

## Sponsored by Candy Industry

When Mrs. Franklin D. Roosevelt gave her "Report to the Mothers of the Nation on Her Recent Trip to England" over a nation-wide radio hook-up on the night of December 9, a large portion of the candy industry received an additional thrill by the announcement that this outstanding radio event was sponsored by



S. W. Hallstrom, Walter H. Johnson Candy Co., Chicago, Chairman of the Executive Committee, Council on Candy as Food in the War Effort.

the American Candy Industry, through its "Council on Candy As Food in the War Effort."

Formation of the Council on Candy had been but recently announced, and the Council itself is less than a month old. This broadcast by Mrs. Roosevelt is its first major project in an extensive program to be pursued for duration of the war.

Announcement of the formation of the Council on Candy as Food in the War Effort was made December 4, following two weeks of intensive activity in fund raising and preparation of the basic organization. Once the preliminary preparations had been completed, steps were taken immediately to sponsor the Roosevelt broadcast, for which the entire nation had been waiting since it was reported in the middle of November that Mrs. Roosevelt had returned from England. Tied in with Mrs. Roosevelt's broadcast from New York, over the Blue Network's hook-up of 136 stations, was a shorter broadcast, originating in Washington in which Major Gen. Edmund B. Gregory, of the headquarters office of the Quartermaster Corps, U. S. Army, made a brief statement relative to the importance of Candy in the U. S. Army's emergency field rations and in the Post Ex-

changes, which supply off-duty recreational candy for the soldiers in camp and in the field.

The purpose of the Council on Candy As Food in the War Effort is to compile and supply necessary information in connection with the problems confronting the candy industry during the war emergency. It is composed of a number of candy manufacturers from various parts of the country. The Council was an independent organization; however, its work has been merged with that of the National Confectioners Association, especially with respect to the public relations activities of the Association.

Chairman of the Council's executive committee is S. W. Hallstrom, Walter H. Johnson Candy Co., Chicago, who is also a vice president and member of the board of directors of the National Confectioners Association.

Meeting in Chicago on Dec. 5 and 6, the Board of Directors of the National Confectioners Association immediately took steps to incorporate the activities of the Council on Candy in its own Public Relations program. The N.C.A. Public Relations Committee includes representatives from each of the eight geographical trading areas of the U.S. The Board elected Mr. Hallstrom to its Public Relations Committee, and it likewise recognized the fact that George Williamson, a past president of N.C.A., had had considerable experience with special N.C.A. campaigns. Mr. Williamson was therefore also elected to the N.C.A. Public Relations Committee.

The following members of the N.C.A. Public Relations Committee now constitute a "steering committee," under whose direction the future activities of the Council on Candy As Food In the War Effort will be carried out: Theodore Stempfel, E. J. Brach & Sons, Chicago; W. C. Dickmeyer, Wayne Candies, Inc., Ft. Wayne, Ind.; Otto Schnering, Curtiss Candy Co., Chicago; Bernard D. Rubin, Sweets Co. of America, Inc., Hoboken, N.J.; Mr. Hallstrom; Mr. Williamson; Oscar G. Trudeau, Trudeau Candies, Inc., St. Paul, Minn.; Philip P. Gott, N.C.A. president; and Arthur L. Stang, Cracker Jack Co., Chicago, who is secretary-treasurer of N.C.A.

This steering committee will determine the program on the basis of suggestions received from the industry. Participation in the program has been invited from the entire industry, regardless of affiliation with N.C.A. The fund received for the campaign administered by the Council on Candy will be placed in a special N.C.A. account, ear-marked and subject to disbursements by action of the Steering Committee of N.C.A.'s Public Relations Committee, which will now carry the title of "Council on Candy As Food in the War Effort."

## Three Booklets Emphasize Candy's Place As Food

Three new publications, issued by National Confectioners Association and presented for the first time at the mid-year meeting of N.C.A.'s board of directors in Chicago early this month, present new facts and information about candy and its place in civilian and army life as an essential food.

"Fighting Foods," the first of these new booklets, is a complete description of the types and kinds of candies and confections used in the various emergency rations used by our Armed Forces, including the "five-in-one" ration, the "K" ration, the "jungle" ration, the "mountain" ration, the "bailout" ration, the "C" ration, and "D" ration. Col. Paul F. Logan and Col. R. A. Isker, both of whom are prominently identified with the development of these various rations by the Quartermaster Corps of the U.S. Army, have submitted statements about candy's place in the army rations, and these statements are included in this booklet.

The second booklet, titled "Candy—A Valuable Food," is a complete resume of legal, nutritive and general facts about candy which have firmly established it as a food. The first chapter deals with statements by physiologists, medical and legal men which outline the attitude of informed persons in these professions on candy's value in the diet. The second chapter gives the picture on raw materials used in candy which definitely establish its food value. The third chapter presents the individual raw materials and the nutritive value which their use adds to candy's all-around nutritive value. The final chapter deals with candy production and distribution statistics.

"Candy—Its Place in the Diet," is the title of the third pamphlet. It is, in some respects, a further development of chapters Two and Three of the booklet described in the foregoing paragraph. Printed in two colors and illustrated throughout, this publication is designed for distribution to schools, parent-teacher association, and other similar groups.

These three pamphlets have been printed in quantity and are now ready for distribution. In announcing these new publications, N.C.A. headquarters in Chicago is urging widest possible distribution by individual manufacturers to interested groups in their immediate operating areas. The booklet on the Army's use of candy in emergency is of particular interest and the newness of its information will be especially helpful to assist public information on what the Army is doing to make the U.S. Forces at home and abroad strong and durable. The booklet on candy's food value should be placed in the libraries of schools and other public institutions.

All three of these booklets are available from the associations headquarters in Chicago, or through this publication.

### Guadalcanal Marines Develop Sweet Tooth

The *New York Times* correspondent covering our war activities on Guadalcanal Island in the Pacific believes that the American sweet tooth seems to grow sharper among men on active service in that part of the world. Most of the men will buy a candy bar any day in preference to beer. Privates around a newly arrived Flying Fortress at Henderson Field recently asked if there was any candy aboard. The pilot found two packages tucked away under a pile of life preservers. A marine bought the candy for 50,000 crown in Japanese occupation currency. One marine traded a Wake Island medal, a

gold star on a silver shield, for three fudge bars. Two marines swam 200 yards to a supply ship offshore at Guadalcanal, grabbed the gangway and shouted: "Have you any candy we can have?"

### Comfort Issue Set Up For Overseas Soldiers

War Department regulations have recently been changed to provide for the issuance of articles of comfort in combat areas. Effect of the change is that candy, gum, tobacco, and toilet articles, previously available only for re-sale, are now made the basis of issue in theaters of operation within the discretion of the Commander of the field forces. The merchandise is segregated into three groups, of which the Candy-Gum Component is one. Development of these issue components has been extremely popular and heavy demands have been made by overseas Commanders for supplies in combat areas. Lt. Col. Charles Cavelli Jr., Q.M.C., chief of the procurement division of the Jersey City Q.M. Depot, is responsible for procurement of these items.

### Curtiss Financing to Expand into General Line

Chicago newspapers on Nov. 18 carried articles describing the launching of a new stock issue by Curtiss Candy Company to raise three million dollars for expansion in the candy and food field. The company registered 300,000 shares of \$100 par value participating preferred stock with the SEC for sale at par. The additional capital is needed to finance an expanding volume of business which this year will reach 30 to 35 million dollars, according to company representatives. Proceeds of the financing will be used to acquire candy and related businesses in connection with a gradual expansion into general lines of food products. Part of the funds may be used to reimburse the treasury for substantial investments already made in farmlands.

### Christmas Boxes for Oil Company Fighters

This Christmas in Africa, in the Pacific, in the U.S., or wherever else they may be, the almost 2,000 men and women employes of Standard Oil Co. (Indiana) in the armed forces will be remembered for their loyal service to their country now and their company in the past. This remembrance will be a Christmas package containing cigarettes, cake, butter cookies, candy, shaving cream, razor blades, tooth powder and brush. For the women there will be substitutions for the shaving cream and razor blades. The packages will also contain a Christmas greeting from Edward G. Seubert, president of the company.

### Sugar Agreement Continued For Two More Years

According to *Food Manufacture*, English business paper of the foods industries, the International Sugar Agreement, signed in London on May 6, 1937, was to remain in force for a period of five years, ending Aug. 31, 1942. A protocol continuing the agreement in force for two years from Aug. 31, 1942, has been signed by representatives of the governments of: South Africa, Australia, Belgium, Brazil, Cuba, Czechoslovakia, Dominican Republic, Haiti, Netherlands, Peru, Portugal, U.S.S.R., United Kingdom, United States (including the Philippines).

## **W.C.S.A. 28th Annual Convention in Chicago**

The 28th Annual Convention of the Western Confectionery Salesmen's Association will be held at the Sherman hotel, Chicago, December 17 to 19. Registration will occupy the morning of the 17th, with business sessions beginning at 2 p.m. the same day. On Friday, Dec. 18, other business sessions will be held at 2 p.m. and the annual manufacturers' dinner will take place at 6 p.m. that evening. Principal speaker at this dinner will be S. W. Hallstrom, N.C.A. vice president, and vice president of the Walter H. Johnson Candy Co., Chicago. The Saturday program calls for business sessions beginning at 10 a.m., with election of new officers, and installation, scheduled for 2:30 p.m. The annual dinner-dance will be held at 7:30 that night. The following slate of officers has been nominated for the coming year: For president: Lou Leckband and Ralph Unger; for 1st vice president, Warren Durgin and D. J. Duncan; for second vice president: Gilbert Long, Edw. Ossowski, Walter Praechter and Walter Rau; for secretary-treasurer: Robert N. Amster and Ted Helmer.

## **Cocoa Order M-145 Limits Use in Candy**

Beginning Dec. 15, 1942, the War Production Board has banned the use of chocolate for manufacturing chocolate shot, hollow-moulded novelty items and solid chocolate novelty items; partly or wholly coated novelty items or miniature candy pieces weighing, when coated, less than 1/60th of a pound. All-nut, all-peanut, and all-fruit pieces are exempt. Novelty items are defined as products manufactured in a special shape commemorating, symbolizing, or representing any holiday, event, persons, animal or object. Conservation Order M-145, as amended Dec. 5, covers this new ruling.

## **Must File Maximum Holiday Candy Prices**

Candy manufactured specifically for such festivals or holidays as St. Valentine's Day, Washington's Birthday, St. Patrick's Day, Easter, Mother's Day, Fourth of July, Hallowe'en, Thanksgiving, and Christmas is covered by Amendment 16 to Supplementary Regulation 14 of the General Maximum Price Regulation. Manufacturers *must* file their maximum price with OPA on these items before making any sales. Manufacturers failing to do so will be in violation of the regulation on holiday candy and subject to the full extent of the penalties for such infractions. To find the ceiling prices, you add the cost of ingredients, packaging material and direct labor—computed at March '42 replacement prices—to the "average dollars and cents margin" obtained between April 1, 1941, and March 31, 1942, on the same or similar candies.

## **Merrick Moves To Larger Quarters**

House of Merrick, candy manufacturing concern, has just moved from its former location in Forest Park, Ill., to new quarters at 6334 Roosevelt Road, Chicago, according to M. (Monte) L. Merrick, head of the firm. The Merrick concern has brought out a new bar and is specializing, also, in a unique line of penny items. Mr. Merrick, who was formerly in the candy business in Minneapolis, Minn., indicates that initial success of the line necessitated the move to larger quarters, and considerable additional equipment has been installed in the new factory to scale production to demand.

## **Extra-Quota Sugar For Sales To Navy**

As we go to press, word has just been received that the Navy Department's Bureau of Naval Personnel and the Marine Corps have been authorized by OPA to issue certificates to replace sugar used in products delivered to ship service departments ashore, at Navy and Coast Guard Stations and to Marine Corps Post Exchanges. This is similar to action taken in September, when the Army Post Exchanges were granted permission to issue sugar certificates.

## **Standard Sugar Report Form Now Ready**

National Confectioners Association has announced that the "standard" form for use in reporting candy sales to Army Post Exchanges (and now, also, the Navy and Marine Corps) is now ready for distribution. These forms may be obtained by writing to Association headquarters. They are being furnished at cost, with the qualification that orders must be written for 100 pads as a minimum requirement. This "standard" form is the final revision and is issued with approval of the government and embodies a consensus of best practice in reporting such sales by leading candy firms in all parts of the country.

## **Wickard Given Full Authority Over Food**

President Roosevelt on Dec. 6, named Claude R. Wickard, secretary of agriculture, the nation's food administrator with full powers over food production, processing and distribution, including rationing. The new post was created in an executive order placing under a single head all government agencies charged with supplying civilians, the armed forces and our allies. Mr. Wickard was given "full responsibility for control over the nation's food program." While assigning Mr. Wickard full authority and responsibility over foods, the order directed that he "consult" with Leon Henderson, price administrator, and Donald M. Nelson, WPB chairman, in making decisions affecting price control and industrial use for food stuffs.

## **Further Cut Seen In Cocoa Allowance**

A further cut in the chocolate allowance was seen in New York by cocoa experts recently. It is expected that WPB may cut the civilian allowance down to 50% of last year's consumption, instead of the present 60% allowance, in order to bolster dwindling stocks and to make more chocolate and cocoa available for products used by the armed forces. Cocoa bean importers were watching the North African developments closely, but no immediate prospect is seen for resumption of shipments of beans from the African west coast.

## **West Coast Firm Sponsors Junior Air Reserve**

Los Angeles Nut House, Los Angeles, Cal., is sponsoring the Junior Air Reserve program "Scramble" presented by the National Aeronautic Association. The Junior Air Reserve is a nationwide organization for boys and girls, ages 10 to 16, and the Army Air Forces have approved their training as junior air cadets to promote air-mindedness among young people.



## EDITORIAL



### Proper Salvage

Reports emanating from the confectionery industry so far indicate that candy manufacturers have done a laudable job in their efforts to uncover scrap metal and other materials which could be turned back into the manufacture of war materiel. In our patriotic ardor to do a good job of salvaging old machinery, however, it may be all too easy to scrap equipment which would actually save the building of some new equipment from new metal.

The Conservaton division of WPB recently made this recommendation: "Survey all plant equipment, particularly idle stand-by or discarded machinery, with a view to applying or converting them to useful production."

Equipment and machinery companies serving the confectionery industry have pointed out the vital need for careful thinking to make our industry's salvage efforts effective. Union Standard Equipment Company's message to the industry is timely and indicative of the proper kind of thinking on this matter.

Union says: "You can perform a war time service by putting every surplus and idle machine back to work! 'Keep the factories humming, and we'll keep the front lines bombing,' is the cry of our Armed Forces! To do the job, machines and equipment are sorely needed in many industries! We have immediate jobs for unemployed equipment in plants doing vital war work! Every machine put back to work is an axe in the neck of the Axis!"

Similarly, Package Machinery Company in a recent bulletin gave many specific examples of how the company helped its customers transfer idle packaging machinery to other war industries and other users who were able to increase their war production by the use of this equipment. One such statement read: "Well-known food manufacturer making bars for the Army's 'K' ration buys two wrapping machines from candy manufacturer!" Another stated: "Candy bar makers buy wrapping machines from candle, perfume and cheese manufacturers!" A third said: "Biscuit manufacturer leases wrapping machine from paper manufacturer."

In a recent advertisement appearing in this publication, Savage Bros. Co., Chicago, told of supplying a chocolate coating machine, slightly altered, to a manufacturer confronted with the problem of wax-coating ration packages for the Army. The machine is now operating in direct war work. Many other similar instances could be mentioned.

Had any of these machines been turned in for scrap metal, bottle-necks would have developed in certain factories whose production is as important to the successful prosecution of the war as ship building, armament manufacture, and munitions production. Salvage and scrap are not necessarily the same. The country needs its machines and its metals salvaged for war production, and in many cases scrapping of a candy factory machine may actually work against, rather than for, increased

war production. Give this considerable thought when your firm starts its salvage campaign. If you think you have a machine that is more valuable for itself than as scrap metal, call any of the equipment firms in your vicinity and have their experts check on it before you scrap it.

### The Roosevelt Broadcast

While every candy manufacturer in the country had been apprised of the sponsorship of Mrs. Roosevelt's nation-wide broadcast on Dec. 9, by the Council on Candy as Food in the War Effort, many may have been surprised and puzzled over the who, what and wherefore of the Council. On another page of this issue is the first published information on the Council and the story behind its sponsorship of Mrs. Roosevelt's radio "Report to the Mothers of the Nation on Her Recent Trip to England."

At the outset, let us say that this was a grand piece of public relations work in behalf of the candy industry. That this eminent achievement was accomplished within the relatively short space of three weeks indicates a type of fast-stepping, aggressive counter-punching the industry can use, to good advantage.

Just a month ago, the Council on Foods and Nutrition of the American Medical Association made its unwarranted attack upon the candy industry. At the time of the appearance of AMA's report, no adequate machinery was in existence to counteract its strong national influence. The AMA's report was published far and wide in the newspapers of the U.S. Members of N.C.A.'s public relations committee were greatly disturbed by the situation, for the AMA report contained implications for candy's future that were not too well veiled. The prospect looked bad to every member of the committee, especially in view of its own stalled program and the lack of funds to implement such a program had it existed. Yet the call for immediate action was clear.

Out of this situation the Council on Candy as Food in the War Effort was born. Many firms were ready to spend money immediately if the right approach to a counter attack could be organized. Yet, when the first meeting was held at which the Candy Council came into existence, there was reluctance to divorce its activities entirely from the general N.C.A. program. The Council was therefore set up as an independent organization, but its tie-up with N.C.A. was clearly defined. And it has now been merged with the N.C.A. Public Relations Program.

Securing the sponsorship of the Roosevelt Broadcast, for which the country was waiting, was a real "beat" for the Council. A minor, but no less important "scoop" was Mrs. Roosevelt's mention of candy in her Report. A third deft tie-in was the short talk given on the same program by Major General Gregory, of the Quartermaster Corps' headquarters in Washington, about candy's import-

(Turn to page 34, please)





**BEST "TIP" ON  
THE MARKET**



## **EXCHANGE PECTIN GOODS**

**LOOKING FOR A MONEY-MAKER?**  
Wherever sold, Exchange Pectin Jelly Candy is *first choice*—pays off promptly in fast-growing repeat business. With Exchange perfected formulas and the proved economy of Exchange Citrus Pectin, you can't miss making profits.

*Run a test batch yourself*—see the brilliant clarity and always-tender texture of Exchange Pectin Candy. Learn how it cuts production time—sets and cools in a few hours—packs perfectly in bulk. Then try one—and see if you can keep from eating another. For proof of profit, use the coupon now.



**CALIFORNIA FRUIT GROWERS EXCHANGE  
PRODUCTS DEPARTMENT  
ONTARIO, CALIFORNIA**

189 W. Madison St., Chicago

99 Hudson St., New York

California Fruit Growers Exchange  
Products Dept., Div. 212, Ontario, California

Send us costs and specifications on Exchange Pectin Goods.

Firm Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Copyright 1942, California Fruit Growers Exchange, Products Department

# Candy Clinic Analyses In 1942

***After 15 Years, Manufacturers Continue To Watch  
Clinic For Pointers on Improving Their Products***

by ERIC LEHMAN  
*Clinic Superintendent*

**D**uring the year, we received some complaints about our analysis of samples purchased in the open market in all parts of the country.

The past year, we find that the tendency has been to use less chocolate coatings on all types of coated candies.

The following method is used in making an analysis of a chocolate coated sample. We scrape off a sufficient amount of coating—being very careful not to get any of the center—so that we can taste the coating, at least two times. On a large piece, we can scrape enough coating off to taste three times, spacing each tasting fifteen to twenty minutes apart. Then, the center is examined for texture, color, taste or flavor. Where we make a direct comment on a flavor, we mean flavors such as vanilla, peppermint, wintergreen, etc.

In many pieces, where the flavor is outstanding, we use the term of "flavor." We find many pieces that have a fine taste, but have no outstanding flavor. Take a vanilla flavored piece. The vanilla may not "stand out" but still the piece has a good "taste." Marshmallows, for instance may not have an outstanding flavor, but still have a good taste. If a well flavored piece has a thin coating, it will change the taste of the coating if the piece is two to three months old; and if the flavor is strong, it will change the taste of the coating in a very short time.

We all know that coatings, like fresh butter, are susceptible to other odors or flavors. For instance, we have examined butterscotch, honey and other pieces that are flavored with imitation flavors or an overdose of most any flavor, that has caused the coatings to take on a rancid or bad taste. If the coconut in a center has become rancid or a fruit flavor has started to turn, it will ruin the flavor or taste of the best coating in a short time.

If chocolate coated candies are to be stored for a long time it is best to store in a low temperature and have

a thick coating of chocolate. We have kept all types of chocolate coated candies in the proper temperatures and humidity for three years, without any change of flavor either in the coatings or centers.

Bear in mind that the samples sent to the Clinic are purchased in all kinds of places. Also during the severe hot weather. We try to be honest in all our analyses but have to make the analysis of the piece as we find it. Also, bear in mind, that some outlets carry huge stocks, and many times there are one or two numbers that are slow sellers which are very old when the samples are purchased by us.

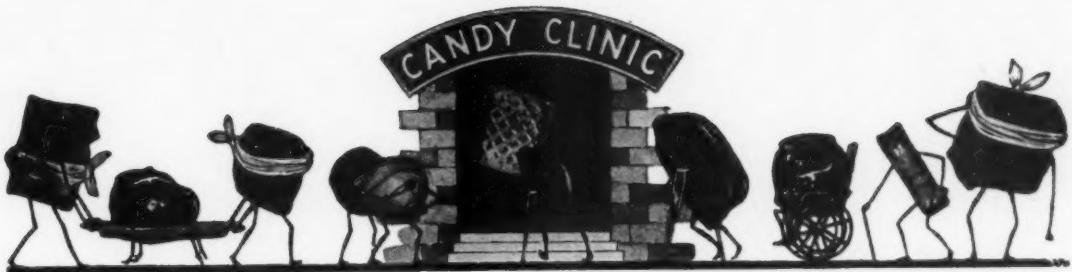
We have purchased samples of different kinds of candy in cigar stores. Many times the candy is put into or on top of show cases next to the tobacco and cigars. If kept there for any length of time, the candy will take on an odor of tobacco. We have purchased samples in drug stores and the candy had taken on an odor of soap, perfume, etc. All these conditions have to be taken into consideration. When some of the above things happen, we disregard the first samples and purchase another in a different outlet.

The Clinic is ready at all times—at no charge—to have a manufacturer send samples from his stock to be analyzed, if he thinks that the Clinic has not made a fair analysis of his product that was purchased in the open market.

As the Clinic has said many times, purchase your own products in different parts of the country now and then and make an analysis of these products, and we feel sure you would be surprised at the condition of your products. Some types of candy are put on the market that never would "stand up," and again, we find faulty manufacturing the cause in many samples.

The Clinic wishes its friends and readers The Season's Greetings.

**Yours For Better Candy!**



## THE INDUSTRY'S CANDY CLINIC HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus avail- ing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "pre- scripts" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

### 1942 Candy Clinic Selections

#### CODE 2A42

##### **Brilliant Mix Hard Candy 1 lb.—20c**

(Purchased in department store,  
Chicago, Ill.)

**Sold in Bulk.**

**Size of Pieces:** Good.

**Colors:** Good.

**Stripes:** Good.

**Flavors:** Good.

**Gloss:** Good.

**Remarks:** This is one of the best assortments of hard candy that the Clinic has examined this year at the price of 20c the pound.

**Review:** We examined a number of other bulk hard candies but this one at the price is the best. Candy was well made, colors and stripes were very good. Most bulk hard candy in this price field is crudely made and very little attention is given to the workmanship and flavors.

#### CODE 2K42

##### **Red & White Boot—10c each** (Purchased in department store, Chicago, Ill.)

Boot made of wax filled with a green cellulose bag of small mints tied with red ribbon.

**Mints:** Good.

**Remarks:** One of the best 10c novelty packages that the Clinic has examined at this price.

**Review:** As a novelty in the 10c price field, we find this one outstanding. Very attractive and made a good appearance. Should be a good seller.

#### CODE 2F42

##### **Assorted Hard and Filled Hard Candy—1 lb.—19c**

(Purchased in department store,  
Chicago, Ill.)

**Sold in Bulk.**

**Size of Pieces:** Good.

**Colors:** Good.

**Stripes:** Good.

**Flavors:** Good.

**Gloss:** Good.

**Centers:** Good.

**Remarks:** The best assortment of this kind that the Clinic has examined this year at the price of 19c the pound.

**Review:** These samples of solid and filled hard candies were exceptionally well made and good eating and cheaply priced at 19c the pound. Centers in the filled pieces were as good as some that we find in higher priced hard candies.

#### CODE 2PP42

##### **Toffee—1 1/4 ozs.—5c**

(Purchased in a cigar store,  
Boston, Mass.)

**Appearance of Package:** Good. Folding box, blue and white cellulose window.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** The best 5c Toffee number that we have examined this year. Well made and had a good Toffee taste.

**Review:** We examined a number of chewy centers but found this one the best. Most chewy pieces are not up to standard, lack flavor and most are tough. This sample was very good eating and had a good flavor.

#### CODE 2HH42

##### **Assorted Caramels—1 lb.—60c**

(Purchased in a retail candy store,  
San Francisco, Cal.)

**Appearance of Package:** Good.

**Box:** White folding, printed in brown, white paper wrapper, tied with red, white and blue ribbon.

**Appearance of Box on Opening:** Good. Caramels wrapped in cellulose. Green edged cups used.

**Assortment:**

**Chocolate Marshmallow Caramel:** Good.

**Chocolate Nut:** Good.

**Chocolate Plain Caramel:** Good.

**Chocolate Nut Caramel:** Good.

**Orange Caramel:** Good.

**Fruit Caramel:** Good.

**Chocolate & Vanilla Caramel Nougat Layer:** Good.

**Vanilla Coconut:** Good.

**Vanilla Marshmallow:** Good.

**Raspberry:** Good.

**Plain Vanilla:** Good.

**Licorice Marshmallow:** Good.

**Vanilla Nut:** Good.

**Caramallow:** Good.

**Molasses Chew:** Good.

**Vanilla Nut Chew:** Good.

**Texture:** Good.

**Colors:** Good.

**Taste:** Good.

**Remarks:** The best caramels that the Clinic has examined this year at this price. Quality and assortment are very good.

**Review:** For the higher priced chewy pieces, we find these caramels the best, in fact, we can say these are the best caramels at this price that we have examined in a long time. Very well made and fine eating. Assortment is exceptionally good.

#### CODE 2QQ42

##### **Assorted Salted Nuts—1/2 oz.—5c**

(Purchased in a railroad depot,  
Boston, Mass.)



★  
For 57 Years, Lueders has offered its warmest Christmas and New Year Greetings to Candy Manufacturers, and pledged for the coming year its best efforts to help bring the Industry success through improved flavors.

Important for today's conditions are Lueders True and Imitation Fruit Flavors in soluble oil:

Banana	Raspberry
Cherry	Strawberry
Grape	Pineapple

Use:  $2\frac{1}{2}$  oz. to 100 lbs. of sugar.

Also our Pure Fruit Essences and Natural Citrus Flavors.

Established 1885

## George Lueders & Co.

427-29 Washington Street  
New York

CHICAGO SAN FRANCISCO  
510 N. Dearborn Street 56 Main Street  
MONTREAL, CANADA, 361 Place Royale

Appearance of Package: Good. Plain cellulose bag.

Contents: Pecans, cashews and brazils.

Roasting: Good.

Size of Nuts: Good.

Salting: Good.

Taste: Good.

Remarks: A good eating salted nut but high priced at 5c as bag did not contain  $\frac{1}{2}$  oz.

Review: This sample of salted nuts was picked as the best. Nuts were well roasted and were of good quality. Salting was well done, nuts had a good fresh taste.

CODE 2T42

Salted Macadamia Nuts—  
 $1\frac{1}{2}$  ozs.—25c

(Purchased in a grocery store,  
San Francisco, Cal.)

Appearance of jar: Good. Oval glass jar, screw cap, black seal printed in gold.

Roast of nuts: Good.

Texture: Good.

Salting: Good.

Taste: Good.

Remarks: A very fine eating salted nut. This nut has been sold on the West Coast for a number of years, but very few have reached the Eastern market. This nut should be a very good seller as it is different and has an entirely different flavor than any that are on the market now.

Review: Salted nuts in many cases are not up to standard. These nuts were picked as the best because they were well roasted and had proper amount of salt. This is a very good eating nut when roasted and salted but is high priced at  $1\frac{1}{2}$  ozs. for 25c.

### CODE 3142

#### Dainty Pieces—1 lb.—65c

(Purchased in a drug store,  
Boston, Mass.)

Appearance of Package: Good.

Box: Square, two layers, extension type tied with red ribbon corner to corner, cellulose wrapper, half red and half white embossed in gold.

Appearance of Package on Opening:  
Good.

Number of Pieces: Dark coated 51, light coated 8, 2 foiled pieces.

Coatings:

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark Coated Centers:

Vanilla Caramels: Good.

Orange Cream: Good.

Molasses Plantation: Good.

Butterscotch: Good.

Fruit Cream: Good.

Peppermint Cream: Good.

Vanilla Cream: Good.

Raspberry Jelly: Good.

Chocolate Fudge: Good.

Lime Jelly: Good.

Lemon Gum: Good.

Chocolate Caramel: Good.

Chocolate Brazil Caramel: Good.

Vanilla Coconut Cream: Good.

Chocolate Nut Taffy: Good.

Nut Creams, foiled: Good.

Light Coated Pieces:

Nut Taffy: Good.

Molasses Sponge: Good.

Asortment: Good.

Remarks: One of the best boxes of assorted chocolates that the Clinic has examined in some time at this price. The Chocolates are well made, of good quality and neatly packed. Box is neat and attractive.

Review: In the 65c price field, this box was outstanding. We have examined many higher priced chocolates and did not find the quality that we found in this box. Centers were of the best and coating was very good for this priced candy. Dipping was neatly done, box was very neatly packed.

### CODE 3C42

#### Assorted Chocolates—1 lb.—80c

(Purchased in a Retail Candy Shop  
New York, N. Y.)

Appearance of Package: Good.

Box: Two layer, full telescope, printed in green, lavender and black.

Appearance of Box on Opening: Good.

Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Number of Pieces: 37.

Centers:

Hard Candy Peppermint Sticks:  
Good

Lemon Cream: Rancid.

Glace Pineapple: Good.

Raspberry Jelly: Good.

Mint Paste: Good.

Butter Crunch: Good.

Lemon Jelly: Good.

Almonds: Good.

Hard Candy Sponge: Good.

Peppermint Cream: Good.

Almond Paste: Good.

Vanilla Caramel: Good.

Maple Walnut Cream: Good.

Brazil: Good.

Apricot: Good.

Pecan Top Almond Paste: Good.

Vanilla Nut Caramel: Good.

Orange Almond Paste: Good.

Cordial Cherries: Good.

Vanilla Cream: Good.

Chocolate Paste: Good.

Almond Cluster: Good.

Chocolate Ganach: Good.

Vanilla Coconut Paste: Good.

Assortment: Good.

Remarks: Candy is in the one dollar class. Th best box of its kind that the Clinic has examined this year.

## - Lecithin -

Patent 1,781,672 is now void and the use of Lecithin in Chocolate is without any Patent restrictions.

Our price and quality are right.

J. C. Ferguson Mfg. Works, Inc.

130-140 Ernest Street  
Providence, R. I., U. S. A.



*And a Prosperous 1943  
from "Baja Brand"*

**Oil of Lemon — Oil of Orange**

U.S.P.

U.S.P.

We are now able to offer fine quality  
**Imitation Oil of Cassia**  
in large quantities and welcome your  
inquiries. Please write for sample.



**STANDARD SYNTHETICS, Inc.**  
119 West 25th Street, New York, N. Y.

Coating is better than we usually find on this priced candy.

**Review:** For assorted chocolates, we find that this box was the best in this price field. Centers were well made, flavors were good and coating had a good chocolate taste. In some samples of assorted chocolates, we find the assortment too small, entirely too many cream centers, also cheap jellies and chews.

**CODE 5C42**  
**Milk Chocolate Chicken**  
— $\frac{1}{2}$  ozs.—5c

(Purchased in a department store,  
Chicago, Ill.)

**Appearance of Piece:** Good.  
Hollow moulded chicken, cellulose wrapper.

**Coating:** Light.  
**Color:** Good.  
**Gloss:** Good.  
**Moulding:** Good.  
**Taste:** Good for a 5c number.

**Remarks:** The largest 5c piece of its kind that the Clinic has examined this year.

**Review:** The Clinic picked this as the best 5c hollow chocolate piece because the piece had size, and quality of the chocolate was good for a 5c number. Piece is neatly wrapped and made a good appearance.

**CODE 5H42**  
**Chocolate Covered Cross**  
1 $\frac{1}{4}$  ozs.—5c

(Purchased in a department store,  
Chicago, Ill.)

**Appearance of Piece:** Good. Plain cellulose wrapper.

**Size:** Good.

**Coating:** Dark; Good.

**Center:** Vanilla Cream; Good.

Violet and Green Sugar icing decorations; Good.

**Remarks:** The best 5c cross we have examined this year.

**Review:** This is the best 5c novelty of its kind. Piece is different, well made, good appearance and was good eating.

**CODE 5E42**

**Coconut Cream Egg— $\frac{2}{3}$  ozs.—5c**

(Purchased in a department store,  
Chicago, Ill.)

**Appearance of Egg:** Good. Printed glassine wrapper.

**Size:** Good.

**Coating:** Light; Fair.

**Center:** Vanilla cream & Coconut; Good.

**Remarks:** The best coconut cream egg we have examined this year at this price.

**Review:** In the 5c cream egg class, we find that this one is the best. Coating was only fair but the center was exceptionally well made, had a good fresh coconut taste and cream was well made.

**CODE 5O42**

**Easter Novelty Tray— $1\frac{1}{2}$  ozs.—5c**

(Purchased in retail candy store,  
Boston, Mass.)

**Appearance of Package:** Good. Tray contained one marshmallow cross,

two marshmallow eggs colored with nonpareils on top.

**Marshmallow:** Good.

**Coating:** Fair.

Two small sugar eggs panned; Good. One sugar chick panned; Good.

**Remarks:** The best 5c novelty we have examined this year.

**Review:** This is the best 5c novelty of its kind that the Clinic has examined this year. Well planned and good looking.

**CODE 5M42**

**Sugar Egg Basket—7 ozs.—50c**

(Purchased in Confectionery store,  
San Francisco, Cal.)

**Appearance of Package:** Good. One half large egg is made from coarse sugar colored blue, contained 7 pieces of foiled wrapped chocolates, wrapper of cellulose over all and handle was made of cellulose twisted blue grass ribbon tied in handle, gold printed seal.

**Chocolates:**

**Coating:** Good.

**Centers:** Good.

**Remarks:** This is a very attractive novelty. Well planned and neatly put up. The best novelty in this price class we have examined this year.

**Review:** In the higher priced novelties, we find this one the best. Different and very attractive. Piece was very well made, the idea is different for the candy field and should be a good seller.



## AVLON'S FLAVORS

125 Dwight St. Springfield, Mass.

**CODE 7M42**

### Assorted Sugar Jellies— 1 1/4 ozs.—5c

(Purchased in a subway station)  
New York City)

**Appearance of Package:** Good. Ten jellies on a board, printed cellulose wrapper.

**Colors:** Good.

**Flavors:** Good.

**Texture:** Good.

**Sugaring:** Good.

**Remarks:** A good looking jelly packet, one of the best we have examined this year.

**Review:** We picked this as the best 5c jelly package. Jellies were tender and flavors were good. In many jellies, we find that the flavors are not up to standard.

**CODE 5L42**

### Easter Rabbit Standing—

10 1/4 ozs.—25c

(Purchased in a department store,  
Boston, Mass.)

**Appearance of Package:** Good.

**Coating:** Light; Color: Good.

**Gloss:** Good.

**Moulding:** Very good.

**Box:** Folding, printed in lavender and yellow.

**Taste:** Good.

**Remarks:** The best moulded rabbit that we have examined this year. Face, body, dress, etc., were exceptionally well moulded.

**Review:** In the higher priced field, we find this sample the best. Exceptionally well moulded and good eating. A large looking number at this price.

**CODE 7D42**

### Marshmallows—1 lb.—15c

(Purchased in a chain store,  
San Francisco, Cal.)

**Appearance of Package:** Good. Four 4 oz. packages, each wrapped in wax board box, printed in red and white.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** The best one pound of marshmallows that the Clinic has examined this year.

Packaging exceptionally good for marshmallows.

**Review:** This is the best marshmallow package at this price. Very well made and good eating. This is the best way to pack undipped marshmallows because they remain fresh for a long time. Cheaply priced at 15c the pound.

**CODE 7S42**

### Crystallized Gum Patties— 1 lb.—34c

(Purchased in a retail candy shop,  
New York, N.Y.)

**Sold in Bulk.**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Crystallizing:** Good.

**Remarks:** The best Gum Patties that we have examined this year.

**Review:** We picked these as the best Gum Patties in this price field because they were very good eating. Crystal was very thin and flavors were exceptionally good, neatly packed and none were broken.

### Ribbons for Valentine Boxes "NOW"

**For QUALITY and ECONOMY**  
We recommend our  
Welded-Edge Ribbons  
All Widths and Colors  
Immediate Deliveries  
Samples and quotations upon request

**National Ribbon**  
CORPORATION  
70 MADISON AVE., NEW YORK CITY

**CODE 8A42**

### Summer Candies—1 lb.—79c

(Purchased in a Candy Store, N.Y.C.)

**Appearance of Package:** Good. See Remarks.

**Box:** Two layer, embossed buff paper top printed in brown.

**Appearance of Box on Opening:** Good. Assortment:

Assorted Gum Drops: Good.  
Assorted Gum Strings: Good.  
Gum Cherries: Good.  
Licorice Strings: Good.  
Chocolate Fudge & Walnut: Good.  
Crystal Cream Fruits: Good.  
Panned Butter Crunch: Good.  
Nut Taffees: Good.  
Panned Jellies: Good.  
Pecan Nougat Roll: Good.  
Pecan Caramel Chew: Good.

**Assortment of Pieces:** Good.

**Remarks:** The best box of Summer Candies that the Clinic has examined this year. Candy is very well made and good eating. Suggest box be wrapped in cellulose.

**Review:** This box was picked as the best in its price field because the as-

sortment is large and well balanced. Quality was very good. The condition of the candies was excellent. In a package of this kind it is important to have a large assortment and pick out pieces that will "stand up" during the hot weather.

**CODE 7V42**

### Assorted Jellies—1 lb.—60c

(Purchased in a retail candy shop,  
New York, N.Y.)

**Appearance of Package:** Fair.

**Box:** One layer, white printed in brown.

**Appearance of Box on Opening:** Good. Gum Drops: Good.

**Spiced Opera Drops:** Good.

**Marshmallow Jellies:** Good.

**Strawberries:** Good.

**Crystallizing:** Very Good.

**Remarks:** The best jelly package that we have examined this year. Very well made and good eating.

**Review:** This sample was picked as the best assorted box of jellies in this priced field. Very well made, flavors were good and all pieces were good eating. Packing was well done and all pieces were in good condition.

**CODE 8E42**

### Fudge Bars—2 1/4 ozs.—7c

(Purchased in a Candy Store, N.Y.C.)

**Sold in Bulk—No wrappers.**

**Chocolate Fudge Bar:**

**Color:** Good.

**Texture:** Good.

**Flavor:** Fair.

**Vanilla Fudge Bar:**

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** Suggest that good liquor chocolate be used in the Chocolate fudge as the flavor is not strong enough. The vanilla bar is one of the best that we have examined this year.

**Review:** While this bar did not have enough chocolate in it, we find it the best of the ones we had to examine. Fudge was well made and good eating. Many fudge bars are tough and eat like a hard grained caramel.

**FLAVORS BY DREYER**

ESSENTIAL OILS

**Merry Christmas  
and a  
Happy and  
Victorious  
New Year**

FLAVOR BASES

**P.R. DREYER INC.  
119 WEST 19th ST., NEW YORK, N.Y.**

# This Great Factory *Entirely Devoted to Producing*



*For Greater Comfort—  
Better Fit!*

We have one of the most completely equipped plants for the production of work uniforms in the United States, covering over 60,000 square feet, and manned by hundreds of experienced workers highly trained in making WIRK GARMENTS.

Over two score years devoted to creating Industrial Garments have taught us how to give greater comfort—better fit—and smart styling. WIRK GARMENTS stand up under the usual punishment given to work clothes. Our long established reputation make WIRK GARMENTS popular with workers in every industry.

**WIRK GARMENT CORP.**  
300 W. ADAMS ST., CHICAGO, ILL.

**Just a Few of the Industries We Serve**  
Baking - Brewing - Bottling - Canning - Confectionery - Dairy - Meat Packing - Iron and Steel - Laundry - Gas and Oil - Trucking - Restaurants - Barber - Food



## CODE 9A42

**Milk Chocolate Bar—  
1½ ozs.—5c**

(Purchased in a railroad station,  
Chicago, Ill.)

**Appearance of Bar:** Good.

**Wrapper:** Gold foil paper printed in brown and white.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** The best 5c milk chocolate bar that the Clinic has examined this year.

**Review:** This bar was picked as the best of its kind because chocolate was well refined and had a very good milk taste. Neat and attractive wrapper.

## CODE 9X42

**Milk Chocolate Coated  
Peanut Butter Bar—1½ ozs.—5c**

(Purchased in a railroad depot,  
Boston, Mass.)

**Appearance of Bar:** Good.

**Wrapper:** Glassine printed dark brown, yellow and red.

**Size:** Good.

**Coating:** Milk Chocolate and Almond: Good.

**Center:** Molasses Hard Candy and peanut butter.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** The best 5c bar of its kind that the Clinic has examined this year. Quality of center and coating was of the best.

**Review:** While we do not find other bars of this type, we can say that this bar is one of the best 5c bars that we have examined in a long time. The quality of the raw materials was outstanding for a 5c bar. The peanut butter had a good fresh peanut taste and the coating was a very fine milk coating.

## CODE 9G42

**Chocolate Coated Caramel  
Peanut Bar—2 ozs.—5c**

(Purchased at a cigar stand,  
San Francisco, Cal.)

**Appearance of Bar:** Good.

**Wrapper:** Glassine printed in yellow, red and brown.

**Size of Bar:** Good.

**Coating:** Milk Chocolate: Good.

**Center:** Caramel.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** Bar is well made and good eating. The best bar of its kind that we have examined this year.

**Review:** We examine many bars of this type during the year, but this one was the best. Texture of the center was very good and coating was of very good quality.

## CODE 9M42

**Peanut Sticks—1¼ ozs.—5c**

(Purchased in a railroad depot,  
Chicago, Ill.)

**Appearance of Bar:** Good.

**Size:** Good.

**Wrapper:** Cellulose printed in blue and white.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** The best 5c peanut bar that the Clinic has examined this year. Peanuts were well roasted. In most bars of this kind we find the peanuts are only half roasted.

**Review:** This peanut bar was picked as the best of its kind because it had a good flavor. Many times we find that peanuts are not roasted enough in this type of bar.



## 45 YEARS OF MAKING FINE CHOCOLATE COATINGS

For forty-five years now, we've been using only the very finest of laboratory-tested raw materials to make Hooton's Chocolate Coatings. We have endeavored, at all times, to produce the finest chocolate coatings it is humanly possible to manufacture. Today Hooton is making better chocolate coatings—smoother, richer, finer—than ever before.

And just as **quality** has been our watchword during the past forty-five years, it will **continue** to be our watchword during the years that lie ahead.

HOOTON CHOCOLATE COMPANY

EST. 1897

NEWARK, N. J.



**KOKOMIX... 15c Lb.**  
**NUTCO . . . 18c Lb.**  
**CITRENE . . . \$3.75 Gl.**  
**FINESCOVEE . . 18c Lb.**

Replacement products for Cocoa, Coconut, Citric Acid and Soluble-Coffee Coffee Flavor. Write for samples. Good lines for brokers, supply jobbers.

**J. B. ROBINSON & SON**  
 1020 Woodland Ave.  
 Cleveland, Ohio

### Heads Successful Small Candy Plant

Miss Leah Harshman, head of Lucy Ellen Candies division of the Community Industries Association, Sullivan, Ill., is perhaps the only candy company executive in America serving without pay. A description of the new Lucy Ellen plant appeared in our November issue. As pastor of the church group which operates the Lucy Ellen candy factory, Miss Harshman is ex officio head of the various business enterprises centered in Community Industries Association. The candy formulas used to produce the firm's bar lines are a development of formulas first used by Miss Harshman for candy making in her own kitchen, but now refined to volume production. In 10 years, the Lucy Ellen line has achieved national distribution. Miss Harshman is a daughter of the Rev. S. R. Harshman, who founded, in 1871, the Church of Christ in Sullivan.



Miss Leah Harshman

**PURE and FRESH  
COFFEE FLAVORING**

Assure the freshness and purity of your coffee products by using Barrington Hall Instant Soluble Coffee. The rancid oils which stale coffee and, in turn, stale the product they enter, have been removed! Write for full particulars.

**BAKER IMPORTING CO.**

NEW YORK  
132 FRONT ST.

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INSTANTLY PREPARED

**BARRINGTON HALL**  
**QUALITY**  
*Coffee*  
**100% pure**

### Bunte Collects Record Total of Scrap Metal

In the recent drive to obtain scrap metal from industry for use in the armament program, Bunte Bros., Chicago, took top honors in the Chicago area confectionery industry for total metal collected. By an intensive search covering every corner of the huge Bunte plant, a pile of over 350,000 lb. was collected. All out-of-date machinery and every other piece of metal that was not being used went into the scrap heap. F. A. Bunte, president of the firm, said: "We went into this search for scrap without reservation and were pleasantly surprised at the amount uncovered. We found old machinery, long out-of-date, which had been put away and completely forgotten."

### Dye Candy Company Buys St. Louis Building

A three-story and basement building containing 26,000 sq. ft. of floor space at 312 S. 21st St., St. Louis, Mo., has been purchased by Dye Candy Co., Kansas City. The building is similar to one now occupied by the company's St. Louis branch at 310 S. 21st St. E. W. Dye, vice president and manager of the St. Louis





branch, said the company has no plans for immediate use of the property, which is at present occupied under lease by another firm.

#### Death Takes Prominent West Coast Manufacturer

Chester E. Roberts, president of Imperial Candy Co., and former director of the National Confectioners Association, died in a Seattle hospital recently after an illness following a heart attack. Mr. Roberts was 65 years old. Together with W. T. Whitney and S. D. McKinstry, he organized Imperial Candy Co. in 1906, after Mr. Roberts had worked six years as representative for Armour and Co. in Alaska. He was born in Butler County, Kansas. Mr. Roberts was elected to the N.C.A. directorship in 1938 and served two one-year terms. Survivors are two daughters, Virginia and Betty of Seattle, and one son, Corp. Malcolm Roberts, stationed with an artillery unit of the U.S. Army at Berkeley, Cal.

#### Weiss, Queen Anne President Died Nov. 2

Max Weiss, president and co-founder, with Harry S. Martin and Herman Glickman, of Queen Anne Candy Co., Hammond, Ind., died following a heart attack on November 2. He was president of the company for the past 23 years. Mr. Weiss was well-known in the industry and its allied trades, and popular with his employees and associates. He is survived by his widow, Mrs. Florence Weiss, a daughter, Annette, and two brothers and a sister.



MAY GOD BE WITH YOU AND YOURS AT ALL TIMES.  
LET NOT YOUR HEART BE TROUBLED NO MATTER  
WHAT THE TRIALS AND TRIBULATIONS - - -

W. A. CLEARY CORP., New Brunswick, N. J.  
Manufacturers of CLEARATE, the Quality Lecithin

for December, 1942

## TOP Performance!

Top performance requires unquestioned quality plus wide experience. You get all in our

### 9 BURRELL Stars

- ★ CRACK-LESS Glazed Enrober Belting
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- ★ White Glazed Enrober Belting
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- ★ Carrier or Drag Belts
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Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

"BUY PERFORMANCE"

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Manufacturing Chemists

CHAS. PFIZER & CO., INC.

81 MAIDEN LANE, NEW YORK, N. Y.

445 W. GRAND AVE., CHICAGO, ILL.

page 27

## We're Still Pitching! . . .

Uncle Sam has first call on our facilities. After that, we can help maintain your plant in top operating shape.

### Fabricators of

Cooling Slabs  
Tilting Kettles  
Tanks

Revolving Pans  
Vacuum Pans  
Coils

Stationery Mixers for Steam or Open-Fire Work

## ACME COPPERSMITHING COMPANY

2536 Maypole Ave.

Chicago, Illinois

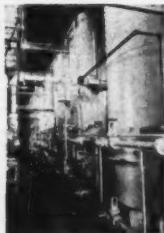
## DE-SCALE YOUR EQUIPMENT THIS FASTER OAKITE WAY!

THE next time you remove lime-scale deposits from your water-cooled candy cooling slabs, tables, cream beaters, storage and tempering tanks, try Oakite Compound No. 32. Note how this SAFE, fast-working material thoroughly, quickly rids equipment of insulating deposits, restoring normal heat transfer efficiency. Also use it for de-scaling Diesel cooling systems and mechanical refrigerating equipment. Write today for FREE 24-page booklet giving complete details.

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## VANILLIN



### LIGNIN VANILLIN, C. P.

A Finer Vanillin of Exquisite Aroma.  
A NATURAL SOURCE Vanillin originated and manufactured in the United States.  
AROMATIC CHEMICALS AND ESSENTIAL OILS FOR FLAVORING PURPOSES.

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9 S. Clinton St., Chicago  
1019 Elliott St., W., Windsor, Ont.

**REMEMBER**  
*Candy is Delicious Food  
... Enjoy some Every Day*



CURTISS CANDY CO., CHICAGO, ILLINOIS

## SUPPLY TRADE NEWS

### Linker, American-Maize Vice President Dies

Charles G. Linker, vice president and sales manager of the American Maize-Products Co., New York, died Nov. 28, at his home in East Orange, N. J., after an illness of many months. He was 59 years old. Mr. Linker had been with American Maize since 1908, and in his capacity as sales manager he had made numerous friends among food buyers throughout the U. S. He was connected with many trade associations and was a member of the Forest Hills Field Club, Bloomfield, N. J. Mr. Linker is survived by his widow, Mrs. Julia Schmitt Linker; a daughter, Mrs. Charles E. Thomson, and a son, Charles G. Linker, Jr., who reside in Glendale, Cal.

### Magnus Further Expands Its Chicago Branch

For the fourth successive year, the Chicago office and warehouse of Magnus, Mabee, and Reynard, Inc., New York flavor house, have been enlarged to facilitate the handling of a vastly increased volume of business in the great mid-western area served from the company's Chicago headquarters. Talmadge B. Tribble, vice president in charge of the Chicago operations for the firm, indicated the Chicago expansion was designed to meet a trend that apparently has become a general thing among M. M. & R. customers, "Produce as much as fast as you can." According to Percy C. Magnus, president of the firm, the company's business out of the Chicago office has risen 600% since Mr. Tribble took over four years ago.



T. R. Tribble

### Dreyer Introduces New Imitation Cocoa Powder

P. R. Dreyer Co., New York, announces a new imitation flavor which may help candy manufacturers who are finding they have a problem because of the cocoa

Since 1881, The Hubinger Co., Keokuk, Iowa

## HUBINGER



Use our service departments for any of your technical problems.

\* \* \*  
**UNIFORM...DEPENDABLE**  
Confectioners' Corn Syrups, Thin Boiling Starches,  
Moulding Starch

THE MANUFACTURING CONFECTIONER

powder shortage. This new product, Imitation Cocoa Powder 64, can be used as a supplement to real cocoa on the basis of 60 lb. of cocoa to 40 lb. No. 64. In some cases the new product can be used alone where a "chocolate-like" flavor is required rather than the actual chocolate itself. It is recommended for new candy lines.

#### Commerce Department Host At Guenther Film Showing

The U. S. Department of Commerce's Bureau of Foreign and Domestic Commerce was host to nearly 150 guests in November, at Washington, D. C., at a presentation of colored motion pictures featuring the production of essential oils in the Western Hemisphere, taken by the commentator of the evening, Dr. Ernest S. Guenther, chief research chemist of Fritzsche Bros., Inc., New York essential oil and flavor house.

#### Expand Laboratory Facilities for Customers

In order to meet the growing demands for new product development and to provide increased customer service, Food Materials Corp., Chicago, manufacturing flavor chemists, have tripled their research laboratory facilities, it was recently announced by R. J. Rooney, president. The enlarged laboratory includes candy manufacturing equipment, ice cream, bottling and baking equipment so that products can be tested under actual production conditions.

#### Ben Stitt, Colonial Molasses, Dies Suddenly

Ben Stitt, New England manager of the Colonial Molasses Co., Inc., Jersey City, N. J., died suddenly Nov. 9, in Boston, following a heart attack. Mr. Stitt had been in the employ of Colonial Molasses for a number of years. He was justly popular and highly regarded by his organization and by those whom he contacted in his work. He was 60 years old, and apparently in good health.

#### New Monsanto Directors Are Thomas and Bezanson

Dr. Charles Allen Thomas and Osborne Bezanson were elected to the board of directors of Monsanto Chemical Co., St. Louis, recently. Dr. Thomas of Dayton, Ohio, is director of the central research department of the company, and Mr. Bezanson, of Woburn, Mass., is vice president and general manager of the firm's Texas division. Election of these men add to the Monsanto directorship two men who worked their way through school and have come up through the ranks of industry to their present administrative positions.

#### Florasynth Men In Armed Forces

Robert Senior, son of the late Charles Senior and a former member of the sales staff of Florasynth Laboratories, New York, recently received his warrant as master sergeant in the U. S. Army. He has been on duty with convoys shipping war materials to southern continents. Another member of the Florasynth staff, Dr. T. C. Smith, for the past six years one of the company's chemists, has been commissioned a first lieutenant in the Army's chemical warfare service. He is attached to the procurement division of the Huntsville Arsenal in Alabama.



And A Prosperous New Year!

In the year to come Penford Corn Syrup, Douglas Moulding Starch and Confectioners "C" Starch will continue to play a vital part in candy making. At times, war demands for corn products may make it difficult for us to fill all our orders as promptly as we would wish. You may be assured however of our sincere interest and desire to continue giving you as good service as we possibly can.



A Complete Pectin  
Product for Making  
Jellied Candies

READY  
to Use  
NOTHING  
to Add

SPEAS MFG. CO. KANSAS CITY MO



## *In serving **HIM**, we haven't forgotten **YOU***

His machine gun is now being fed with cartridges that were loaded with powder and projectile on machines which left our plant months ago . . . His Garand or Springfield rifle clips are loaded with cartridges by machines invented and built by us . . . And his first aid bandage, sulfanilamide, ration bars and packages of K rations are likewise being wrapped on our machines.

Meeting these vital needs has kept us stepping, in spite of our expanded facilities . . . So naturally, wrapping machines, even for those having high priorities, have had to wait.

*Our Wrapping Machine Procurement Service* has been the answer to this problem, for

it has enabled us to help our friends in the package goods field out of some tough spots . . . If you need an additional machine, we will endeavor to obtain it for you — either from a manufacturer in your own field, or in some other line. Such machines are neither bought nor sold by us, but are sold or leased direct to you by the present owner.

If you have a machine or machines of our make that you could sell or lease, we suggest that you list them with us — giving factory number and type.

Look to us also for assistance in keeping your present wrapping machines on the job for the duration.

**PACKAGE MACHINERY COMPANY, Springfield, Massachusetts**

NEW YORK

CHICAGO

CLEVELAND

LOS ANGELES

TORONTO

Mexico: Agencia Comercial Anahuac, Apartado 2303, Mexico, D.F. Argentina: David H. Orion, Maipu 231, Buenos Aires

England: Baker Perkins, Ltd., Peterborough

Australia: Baker Perkins, Pty., Ltd., Melbourne

# PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# An Open Letter to Manufacturers

by JOHN W. MACK

A Plea for Greater Executive Understanding of the Salesman's Present Value in Establishing Future Good Will for His Firm

**I**t may have been much better to make these remarks anonymously, but I feel so strongly about this subject matter that I am willing to suffer the wrath of those who find "the shoe fits and wear it."

Too many manufacturers have been, jokingly or otherwise, referring to their salesmen today as "crying towel carriers, only. Too many have given their salesmen to understand that they are keeping their men solely for "Auld Lang Syne's" sake.

Few salesmen will argue that manufacturers need to keep their entire prewar sales-force to obtain all the business they can now handle. For the first time in the history of most manufacturers business by mail or unsolicited business is almost sufficient to run their plants. Then, why the old sales force? I'll tell you why. Because its the cheapest insurance you can buy that there will be a future for your business.

Long range planning has always been the business of the front office and I've always had a healthy respect for the problems confronting the "boss". Today the salesmen and "boss" have, after taking care of the Government, but one problem—"What's going to be after the War?" "Will the business go on as before?"

It would seem that it might if properly doctored now. And how can you doctor it now when you can't fill orders? Again, it seems there is only one way and that is by selling understanding and patience. To sell this you have to have more than just pencil and paper. I've been on the road too long to believe in the effect of a letter as against a warmer hand-to-hand contact between a representative of the seller and the buyer himself.

I don't have to say too much about the cost of opening a territory for your product. To say it's expensive, is putting it mildly. Too many have tried and ended up selling their output to a mail order house or have closed down. Nor need I tell you about the salesman who spends years and even his own money to open and maintain a territory.

Nor need I say much about how easy it is to lose that same territory. Just let a jobber dislike your politics or you fail him on a shipment or two, and you can junk all your good will and forget the territory.

Since you can't fill most of your civilian orders for one reason or another,—and the reasons are valid, I know,—what does your salesman do? He is fighting, believe me, not only for you, but for himself. He is

selling understanding, patience, you, and himself. He is selling it to preserve your future after the War and to preserve himself with you in that future.

As salesmen we have had several months of this already, and it's tough. Selling your candy before the War was a picnic compared to what we do today. When we think that all we used to do was sell ourselves and get an order for you, we sigh blissfully and wish the "good old days" were here again.

Today we've got the heart-breaking job of meeting wrath and fury at most of our calls. "Why don't you this and that?" when it's apparent why. It's war and can't be helped. We soothe, we cajole, we explain, and when we get through we hope we have kept the customer for you for the future. God preserve us from a lifetime job of this kind!

Need I explain that if we didn't do this, and you didn't have us to do this, where any of us would be after the War? I think you know, and in your front office wisdom, know better than even we who contact the customers daily.

Pick up any national magazine and see the advertisements of all the large corporations today. To the layman there appears to be about as much advertisement as usual, but practically no one offers to *sell* anything. It's "good will" advertising for the post-war period and it's advertising even the Government has approved. The Government knows such advertising is necessary and permits it as a deductible business expense.

That's what you are doing with us salesmen today. In the candy business it's the only way, in most instances, that you can do it. You must do it to preserve yourself and we want to do it to preserve our jobs. So there you have it. And don't think we are not glad that, with the tax bill as it is, you can do it at a nominal cost.

We'll work with you and be glad to do it. We're praying even harder than you are that it won't last too long. All we ask is that you understand our job too. It's tougher than it was; it's much more heart-breaking, and it requires a revolutionary change in everything we did before. But we're in there pitching—we're not just "crying towel carriers" and we're "earning our salt", more so even than we did before. With your understanding we'll preserve our future, yours and ours, and that's all anyone can ask of a good employer-employee relationship.

Yours for a speedy victory!

# Mohlman Tells About His Company's War Production

G. A. Mohlman, president of Package Machinery Co., Springfield, Mass., told in a recent issue of the *Executive Service Bulletin*, publication of the Metropolitan Life Insurance Co., how his company had prepared itself for war work and how this program is operating under the company's present total war production policy. Package Machinery Company's packaging and wrapping machines are well known to the confectionery industry.

The firm entered war work by doing some sub-contract work for machine tool builders and airplane manufacturers, he says. This was not satisfactory, however, for the plant was set up to function in both manufacture and assembly and worked most efficiently on that basis. Their problems fell into three classifications: First, to build up facilities to the closest possible approach to maximum production; then, to work out methods of taking care of regular customers to the best of their ability; and finally, to keep in mind that all wars end some day.

The sales force was used to obtain orders that would keep the assembly lines busy. The effort was to obtain work for automatic machines, for that is the type machine the plant had been accustomed to handle. By persisting in this policy to turn out machines they knew how to make, it was possible to realize the plant's complete production potential and to keep its skilled men at work and use them as a nucleus for the firm's expanding production force.

Better use of space in the plant was the first step. Other problems were hiring additional men, training them, and setting up an additional shift. A rather comprehensive training program was worked out, by appointing men from the regular shift to work with, and be responsible for, groups of semi-skilled trainees, all of whom were put on the night shift. Goals were devised for the trainees and careful records of progress were kept for every new man in the group.

In launching a special training course for beginners, the very best men available were hired. These new men simply watched skilled op-

erators for the first five weeks. Toward the end they were permitted to lend a hand. Next, they were given an opportunity to operate the machines themselves under guidance of the regular workmen. This continued for another five weeks. At the end of that time, the beginners showing aptitude were assigned to the regular apprentice group of the newly-organized night shift, and thereafter received the same supervision and were subject to the same standards as the group originally starting on the night shift.

An assistant foreman and a man from the company's standards department were then sent to attend the course in "Training Within Industry Program" inaugurated by WPB. After their completion of this course, they in turn set up a program within their own organization for instructing the instructors, the foremen and older men who were in charge of the new men. This instruction course consisted of five two-hour periods, and the classes met in the company's dining room in the evening after work. As soon as one class was through the course, another class was organized.

Organization of the night shift was a new and radical step for his firm, says Mr. Mohlman. Some difficulty was encountered in adjusting the men to the new scheme of things. Adjustment of the work-week and premium wage scale overcame this, however, and the shifting of men from day to night shift at regular intervals was carried out without any further hitch. Special attention was also given to proper diet for night workers, making better arrangements for, the midnight meal, and screening of the plant against insects.

The company's engineering department was put to work on, and solved, several production problems in connection with machines for the War Department which would facilitate small-arms manufacture. The company was then put to work producing these machines, and the engineering department is now doing other design work for the War Department.

Regular monthly meetings are held between the management and officers



G. A. Mohlman

and stewards of the local union. These meetings are used for adjustments of grievances, and for presentation of ideas helpful both to the war work and the personnel. With that as background, it was possible to convert the group into the form of labor-management committee requested by WPB and to translate the Board's suggestions into action. Subcommittee activity under this joint committee consists of:

1. A transportation committee arranging for pooling of cars.
2. A suggestion committee to make the plant suggestion system more effective.
3. A slogan committee conducting production-stimulating slogans and displays. The men are found to respond better to posters devised from their own slogans than from those obtained from outside sources.
4. A safety committee which strives to improve safety arrangements within the plant and intensifies safety interest among the personnel.
5. A salvage committee promoting more efficient use of raw materials and salvaging discarded material.

To handle peacetime customers in spite of these all-out war activities, the company has concentrated on giving regular customers the best possible maintenance service. In addition, the firm has assisted customers in obtaining additional machines whenever possible through a "clearing house" system whereby idle machines are converted to wartime use.

The company's field staff was strengthened and put on a more intensive schedule, and was impressed with the necessity for preventive maintenance work. The field men call







## SOLDIERS' FIELD RATIONS PROTECTED BY CELLOPHANE

The U. S. Army Quartermaster Corps uses Du Pont Cellophane to protect many of the food rations issued to soldiers.

Under the most severe conditions—rain or shine, jungle or desert, winter or summer—Cellophane helps protect the freshness and nutrition of these special rations.

In addition to its use on Army field rations, the Government is finding many other vital wartime uses for Cellophane because of the outstanding protection it provides. E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

**DUPONT**  
REG. U. S. PAT. OFF.

# Cellophane

on customers, irrespective of their need for service, to emphasize importance of greater machine care. Bulletins have been prepared to assist in the maintenance work by the customers' own staffs. Salesmen have made themselves thoroughly familiar with priority regulations and other information needed by the customers.

For the third problem, planning for the future, the company has been able to continue the sales research department and its members have been inspired to study the market changes and develop plans for new machinery against the time when the war will be over. Designing work on postwar development ideas has been maintained as a backlog of the engineering department. Beyond this, stockholders of the firm have been invited to submit ideas on possible profitable fields of investigation for the future. Finally, the firm's sales and research departments arrange for the company's participation in industry conferences and product exhibitions, in order to maintain contact with postwar civilian markets.

## EDITORIAL—

(Continued from page 18)

ant place in the Army's emergency rations. This was public relations work at its best. The Council deserves real credit for achieving so much in such a short space of time. If its initial effort is any criterion, the industry can expect further high-caliber presentation of its story in later activities. The Association and every candy manufacturer in the country will reap real benefit from it in the right places.

Publicity and public relations work is more than sending out news releases to the newspapers and getting them printed. At present, at least, the problem goes much deeper than that, and we think the Council has captured the approach to these more deep-set problems. Established as a temporary body for the present, the Council may well carry its work over into peace times. Industry cooperation will determine its future, of course, and will also determine whether the same pitch achieved in its initial effort can be maintained later.

### Lund Re-elected Head Of Packaging Institute

Officers and directors elected at the recent annual meeting of the Packaging Institute, Inc., at New York, include the following: Joel Y. Lund, re-elected president; A. Vernon Shannon, Westfield River Paper Co., Russell, Mass., vice president; and Wallace D. Kimball, Standard-Knapp Corp., Portland, Conn., vice president. Directors include: Production division: William C.

**WERTHY**  
TRADE MARK REG.

**RIBBON SPECIALISTS**

**Large Range of Ribbons  
For Candy Packages**

Gauze Ribbons—Satin and Novelty Effects—Ribbonzene and Tinsels

"Where quality merchandise Costs no more"

**W-E-R RIBBON CORP.**  
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# IDEAL

## WRAPPING MACHINES

### FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 100 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

### IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

Brewer and Charles A. Southwick, Jr., General Foods Corp., New York; Machinery division: H. Kirk Becker, Peters Machinery Co., and Morehead Patterson, American Machine and Foundry Co., New York. Supplies division, Davis S. Hopping, Celanese-Celluloid Corp., New York, and F. S. Leinbach, Riegel Paper Corp., New York.

### Purchase of Repair Equipment Requires Form

Purchase orders for necessary repair and maintenance parts for many items of general industrial equipment must be accompanied by a certificate reciting the nature of the purchase, in accordance with an amendment to Limitation Order L-123, WPB announced on Nov. 23. The order as amended became effective Dec. 8.

### CONFECTIONERY BROKERS

DONALD A. IKELER

2029 E. Main Street

KALAMAZOO, MICH.

Territory: Michigan

H. L. BLACKWELL COMPANY

Route 2, Box 177

EL PASO, TEXAS

Territory: Texas, New Mexico

and Arizona

### CANDY TIED WITH

**DIBBONS** — More Sales

We have largest stock in the Middle West

Satin—Messaline—Tinsel—  
Novelty Ribbons—Rib-O-Nit  
—Ready-Made Bows—and  
Rosettes.

Immediate Delivery

**R.C.TAFT Co.**

429 W. RANDOLPH ST. CHICAGO



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

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### MACHINERY FOR SALE

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**MACHINERY FOR SALE:** 2 Baby Depositors. Best condition with 2 Reserve Pumps. Reasonable price. Apply European Style Candy Co., 203 E. 12th Street, New York, New York.

2-3-ft. CREAM BEATERS, 1 Royal 25 lb. Coffee Roaster, 1 Package Machinery Ball Wrapper. D. B. Lewis Co., 3406 Avalon Blvd., Los Angeles, California.

ONE MINT MACHINE with four rollers 12 inch size, one Barrel Dough Mixer, and one World Labeler. All in good condition. Close and Co., 2021 W. Fulton St., Chicago, Ill.

**MACHINERY FOR SALE:** Two 150 lb. Racine Chocolate Melting Kettles. Motors attached. Star De-Luxe Automatic Gas Nut Cooker. Both excellent condition. Barbara Fritchie Chocolate Shoppe, Box 644, Frederick, Md.

**FOR SALE:** 1 Lot Penny, 5 & 10c Flat Solid Chocolate, also 2 face Solid Chocolate, all year around, Easter and Christmas Moulds, 1 Lot of Push Cards. For full information and bargain low prices, write Love Manufacturing Company, 131 Henley Road, Overbrook Hills in Merion, West Park Station, Philadelphia, Pennsylvania.

**MACHINERY FOR SALE:** Racine beater and cooler. Good condition and a real bargain. Consists of a beater with frame which holds cooler above it. Willing to sell at a very reasonable price. Address Box D-4426, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

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### MACHINERY FOR SALE

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TWO Package Machinery Model KH long salt water taffy cutting and wrapping machine; two Mills batch spinners, and Hildreth factory size pulling machine. Very good condition. Address E-5424 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

COPPER STEAM JACKETED KETTLES, 25 gallon capacity to 250 gallon sizes, with and without agitators, ready for immediate shipment, excellent condition. Address E-5425, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

Candy Factory in Southern California for sale, established eighteen years, doing good business in penny and five cent numbers, well equipped for hard candy, marshmallow and chews. Employ sixteen people. Owner expects to be called by draft board. Address E-5427, c/o THE MANUFACTURING CONFECTIONER.

FOR SALE. Caramel Cutters, Thos. Mills & White 4-20", 2-15"; Ball Beater—5 ft.; Huhn Starch Dryer; Cut Roll Machine; Chocolate Kettles—National Equipment and Racine—2-500 lb. 5-300 lb. 2-150 lb.; Carrier Air Conditioning Unit—15 ton practically new; Revolving Pans 36" diameter; D. C. 120 V. Motors  $\frac{1}{4}$  to 13 H.P. Address Box C-3424 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

RETIRING from business. The machinery listed is all in good order and will be sold at a sacrifice. 1 Springfield Continuous Cooker, 1 Simplex Vacuum Cooker, 1 Hildreth Puller 200 lb., 3 Model M Die-pop Machines, 1 Package Lollipop Wrapper, 1 Werner Ball Machine, 3 Package Ball Wrappers, 1 Brach Machine & Conveyor, 1 Drop Machine 6 sets Rollers, 8 3 ft. by 8 ft. Steel Slabs, also kettles, batch warmers, scales, etc. Address C-3423 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

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### MACHINERY WANTED

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**EQUIPMENT WANTED**—We are in the market for all types of Candy Cutting and Wrapping machines both wax and cellophane. Model K and KD's and toffee, etc. Give us details and best cash price. Address J-10422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**IDEAL CARAMEL WRAPPING MACHINE** in A1 condition. Give full information. Address J-10424, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**MACHINERY WANTED:** Caramel Cutters, Sizers, and Wrapping Machines. Address J-10425, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Illinois.

**WANTED:** Two 22-B Wrapping Machines. Write or wire immediately. Address I-9421, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

**WANTED:** Package Machinery Model FA Wrapping Machine or other make to wrap 1 lb. Cherry boxes in plain or moisture proof cellophane. Describe fully and quote price. Address G-7424, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

**WANTED:** Package Machinery Wrapping Machine for Ball Pops and Suckers, L. P. Type. Advise Serial Number, condition and price desired. Close and Company, 2021 W. Fulton St., Chicago, Ill.

**WANTED:** L. P. 2 Sucker Machine and 22-B Hard Candy Wrapping Machine. Address F-6425, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

**WANTED:** Model LP-2 Sucker Wrapping Machine. Give full details, best price and delivery. Address F-6421, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

### MACHINERY WANTED

**WANTED** National Equipment or Greer 32" chocolate coater with cooling tunner and packing table. Three 2,000 lb. capacity chocolate melters and several 1,000 lb. Also 5,000 or 10,000 lb. capacity chocolate tanks. Advise condition, location, and when delivery can be made. Address E-5426, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

**WANTED**—Filler, Tumbler and Choc. Molds for Hollow Goods. Give best price, description and location. Write Box D-4423, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**ONE CARAMEL** wrapping machine wanted,  $\frac{3}{4} \times \frac{3}{4} \times \frac{1}{2}$ . Could use other caramel making equipment if price is reasonable and in good condition. Also could use one wrapping machine for  $\frac{5}{8}$ " diameter candy roll. Give full description, condition, price for cash. St. Clair Co., 160 E. Illinois, Chicago, Ill.

**MACHINERY WANTED:** Syrup pump wanted and high pressure copper cooking kettles, 60 gallons and up. Address C-3427 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

### HELP WANTED

**MOGUL MAN** — Working foreman capable of making all repairs on steel mogul. Operate an efficient department. Steady position. Transportation paid. Address K-11421, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Illinois.

**Attention! Excellent Opportunity!**  
**WANTED:** All-around maintenance man or first class stationary engineer. Excellent opportunity for advancement. Permanent position with top salary for employment in Saint Paul, Minnesota. Selected man must give A-1 references and stand investigation. Candy plant experience desirable. Write, giving age, experience, etc. Address K-11422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Illinois.

### HELP WANTED

#### CANDY FOREMAN WANTED:

Large manufacturer wants aggressive directing head for Cooking Department who can manage help and get out large production. Prefer man who is experienced in open fire cooking, like Peanut Brittle, and who has years of actual experience in this work. Must be thoroughly experienced and have necessary push, otherwise don't answer. Give age, draft status, experience, past connections, length with each, etc. Address I-9423, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

#### CANDY MAKER WANTED:

Competent, experienced all round candy maker familiar with cream, fudge and hard candies, reasonable hours. Good pay. J. C. Claeys Candy Co., South Bend, Indiana.

**ASSISTANT CANDY MAKER** wanted experienced on home-made types; good opportunity with progressive company in California. Write full details to I-9424, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

**CANDY:** A medium sized fancy packaged candy factory in the midwest needs a working superintendent. We want a man who worked up from the kettle and is ambitious—about 35 to 40 years old. The man we are looking for likely hasn't received a salary commensurate with his ability due to his being in a large organization, probably, as an assistant—in an organization where advancement is slow (like a bank) and where his own abilities are outshone by those over him. We can offer a salary which will be adequate and an opportunity limited only by the man's ability. Write giving full experience and references. Address I-9425, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

**MOGUL MAN WANTED.** Practical mogul operator, capable of making all repairs and overhauling moguls. Steady position to experienced man. Write giving full experience and references to Dilling & Co., Chocolate Ave., Indianapolis.

### HELP WANTED

#### CANDY FACTORY SUPERINTENDENT:

Medium sized, well equipped and financed factory needs man who can show others how to make candy and keep machines running. Fine opportunity for man looking for permanent position. No age limit. Give full details when answering. Your reply will be held confidential. Address I-9428, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

#### HARD CANDY MAKER AND SPINNER

—about 35 to 40 years old—preferably a man who has also had general experience. Open fire cooking. Salary will be adequate. Midwest location. Write giving full experience and references. Address I-9426, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

### POSITIONS WANTED

**POSITIONS WANTED** — Candy maker wants position in first-class retail store. Can make finest line of retail candies, chocolates, bonbons, hard candies, jellies, cream goods, nougat, etc. Can operate Friend Hand Roll machine. Address L-12421, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

**CONFECTIONERS**—Here is a man, thoroughly competent, in the operation of all types of Panned Goods. One that can produce on a large scale. Either for chain store distribution or for the Jobbing trade. Fully experienced and capable to manufacture all of your *Flavors*. Has had a real training in this line of work and with the use of scrap from all of your plant. Can assist you with his long experience, in problems from all of your departments. Would be available October 1st. Interested in negotiating a connection with an organization that requires real output and quality goods. Address I-9429, THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

### **POSITIONS WANTED**

**SUGARLESS MANUFACTURER.** Superintendent or Ass't. Supt for big or small plant. Capable to produce highest quality of Confectionery of United States. With 20 years experience of general line manufacture of candy. Specialized for Fondant, Center cream. Fondant, Bon Bons Cream. Fondant, Dipping cream. Fondant, Nulomoline. Fondant, Mazzetta. Fondant, hand rolls cream. Crystalize Cream wafers, and Asst. Bon Bons cream in full. Cream center. Hard center. Casting caramels. Gum and jellies. Fudge. Marshmallow. Hand rolls center. And all casting candy, includes 5c bar. 1c line. Have own formulas, and able to bring new idea to producing quality at minimum cost, with steel mogul, and modern equipment. I have also experience in speeding up the production and can control the helper. Living in Illinois. Best reference. Position must be steady. Address J-10423 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

### **POSITIONS WANTED—Factory**

Manager or Superintendent, over thirty years manufacturing and sales experience. General line candy, capable of handling help efficiently, getting maximum output, with low cost production. Can give A1 references from leading manufacturers. Address L-12422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

### **SALES REPRESENTATION**

**BROKER** covering California, Oregon and Washington desires 1c and 5c candy numbers also good bulk specialties commission basis. Large personal following with the trade. Long experience contacting wholesale candy syndicate and department stores regularly. Address H-8422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

### **SALE REPRESENTATION**

**WE NEED 3 OUTSTANDING SALESMEN.** We operate plants in the East and West, manufacturing a non-critical, priority-proof line of packaging specialties such as printed cellophane wraps and sheets, cellophane, glassine, coffee, window and heat-seal bags, in a full range of shapes and sizes. Altho the Food Industry (bakers, candy manufacturers, coffee roasters, macaroni manufacturers, potato chip and pretzel manufacturers, super markets, chain grocers, wholesale grocers, etc.) is the principal user of our goods, the textile and industrial groups also account for a large volume. If you are now calling on all or some of the above trades and can handle another side-line, we are prepared to make you a proposition that will not only be immediately profitable to you but also afford you an opportunity to improve your future position in and with our company. Please give us a complete resume of your business background when writing. Address I-9427, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Illinois.

**WANTED:** Representatives for new line of round paper boxes replacing tins. Made-to-order and stock lines. Liberal commission. Write immediately. Address F-6422, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

**EXPERIENCED Candy broker** covering Virginia, North and South Carolina desires Penny and 5c number novelties, contacting the wholesale candy syndicate and department store trade regularly. Address C-3421, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**SALESMAN** covering Pennsylvania excluding Philadelphia will consider taking on a short line or several good specialties on straight commission basis. Seventeen years experience and large personal following with the trade. Address K11415 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

*Save with War Bonds*

### **STAPLES! STAPLES!**

Fit all standard type machines.  
**\$2.25 Per Pound** (F.O.B.  
Chicago)  
(Approx. 13,000 Staples per Lb.)  
Sold in bulk.  
Limited Time Only  
Send for 2 Pound Trial Order  
(No Priorities Necessary)

**DIAMOND CELLULOSE PRODUCTS**  
1409 S. Michigan Ave., Chicago, Ill.

### **SALE REPRESENTATION**

**BROKER WITH associate, covering metropolitan district of New York calling on the confectionery jobbers, food distributors, chains, department stores and exporters, is seeking a general line of confectioner or specialties. Reliable service Guaranteed. Address H-8419 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Illinois.**

### **MISCELLANEOUS**

#### **MISCELLANEOUS—FOR SALE.**

500 pounds Exchange Brand California Cold Pressed Orange Oil, in 50 pound cases. Delivery direct from Jobber's stock. Price \$3.25—\$2.25 per pound, net cash, f.o.b. New York or Chicago. 500 pounds Florida Cold Pressed Orange Oil in 70 pound cases. Brand on request. Price \$1.75 per pound, net cash, f.o.b. Chicago. The Julep Company, 353 West Grand Avenue, Chicago, Illinois.

### **FACTORY FOR SALE**

#### **CANDY FACTORY** for sale or lease.

Complete set-up for Hand-dipped and machine-dipped chocolates, also bars and packaged goods. Equipped to turn out from 5000, to 20,000 lbs. per day. Located in Chicago. Address C-3426, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

# THE MANUFACTURING CONFECTIONER

## ANNUAL EDITORIAL AND AUTHORS' INDEX — 1942

Adjusting Formulas to Available Raw Materials (King)  
—April, 20.

After a Year of War, the Candy Industry—Dec., 13.

Almond Growers Feature Candy—June, 29.

A Strong Home Front (Allured)—Oct., 11.

A.M.A. Again, The (Editorial)—Nov., 19.

### Analyses of Candy Raw Materials—

Dextrose vs. Sugar (Whymper Letter)—Sept., 18.

Fats for Candy (O'Malley and Price)—March, 13.

Identification of Fats (Langwill)—Jan., 11.

Milk-Protein Whipping Agent (Patterson)—Sept., 17.

Pectin Development of Interest—Oct., 15.

Polarimetry, Saccharimetry and the Sugars (Abstract)  
—Oct., 15.

Soy Produces A Whipping Agent (Butler)—April, 12.

Sugar, Some Truths About (Whymper)—May, 23.

Annual C.B. Survey Shows Candy Trends—Nov., 34.

### Associations, Allied—

Mack Heads Western Salesmen—Jan., 13.

New York State Group Holds Banquet—March, 15.

Western Confectioners Elect Carpenter—May, 38.

Western Salesmen Meet in Chicago—Nov., 15.

### Associated Retail Confectioners Assn.—

Changes Made in Program—April, 16.

Convention Dates Set for 1943—Nov., 15.

Convention Program, 1942—May, 32.

Convention Program in Work—Feb., 15.

Convention to be At Roosevelt—March, 18.

Officers Re-Elected—June, 18.

Assorted Chocolates (Candy Clinic)—March, 26.

Bar Goods (Candy Clinic)—Sept., 20; Oct., 22.

### Belts—

Bottomer or Cooling Tunnel (Foreman's Notebook,  
Aylesworth and Moyer)—Feb., 15.

Feed Table (Foreman's Notebook, Aylesworth and  
Moyer)—Jan., 13.

### Bibliographies—

Motion-Time Analysis (McCurdy)—Feb., 13.

Oil Nuts (O'Malley & Price)—Feb., 14.

Bottomer, or Cooling Tunnel, Belts (Foreman's Note-  
book, Aylesworth and Moyer)—Feb., 15.

Boxes, Paper, Replace Steven's Tins (Fitzgerald)—  
Sept., 15.

Britain, Not Even In (Editorial)—March, 20.

Cactus Candy—Carameros Plant—July, 15.

### Candy—

Distribution in War Time (Brinkman)—Aug., 23.

For Air Passengers—Aug., 10.

In England (Editorial)—Aug., 11.

On the Air (Editorial)—March, 20.

### Candy Clinic—

Analysis in 1942 (Lehman)—Dec., 20.

Assorted Chocolates—March, 26.

Bar Goods—Sept., 20; Oct., 22.

Chewy Candies—Feb., 17.

Cordial Cherries; Panned Goods—Nov., 20.

Easter Candies; Moulded Goods—May, 26.

Gums and Jellies; Marshmallows—July, 17.

1941 Clinic Selections (Continued from Dec. '41)—  
Jan., 18.

1942 Clinic Selections—Dec., 21.

Summer Candies; Fudge Work—Aug., 20.

Carton Saves 30 Percent of Board—May, 52.

Cement Floors in the Confectionery Plant (Boase)—  
Aug., 12.

Chemist, Justifying, In the Confectionery Plant (Childs)  
—Oct., 13.

Chewing Gum Industry, Labor Survey of the (List)—  
Oct., 18.

Chewy Candy (Candy Clinic)—Feb., 17.

Chicago Service Center, Candy Manufacturers Supply—  
June, 24.

### Chocolate—

Industry Labor Survey (List)—Sept., 14.

Preparing Your Lines Under Shortages of (Chum-  
sero)—July, 13.

Sugar and, (Editorial)—July, 30.

Wanted, A Fair Break (Editorial)—Aug., 11.

"Coconut," It's (Editorial)—July, 20.

### Confectionery Industry—

After A Year of War—Dec., 13.

Annual Dept. of Commerce Survey—June, 25.

Labor Survey (List)—Aug., 15.

Sponsors Memorable Broadcast—Dec., 15.

Controlling Quality (Poverud)—April 15.

### Conversion, Plant—

Candy Plants to War Production (List)—May, 21.

Mohlman Tells About War Production—Dec., 32.

To War Work (Editorial)—May, 31.

What You Should Know About (Watkins)—June, 17.

Cooling Tunnel, or Bottomer, Belts (Foreman's Note-  
book, Aylesworth and Moyer)—Feb., 15.

Cordial Cherries (Candy Clinic)—Nov., 20.

### Corn Sugar—

Place in Sugar Control Picture (Childs)—March, 19.

To the Rescue? Sugar Rationed! (Peters)—Jan., 20.

Credit Conference Held in Chicago—Feb., 37.

Dextrose versus Sugar (Whymper letters)—Sept., 18.

Dextrose Tablets for Air Passengers—Aug., 10.

Distribution, Candy, in War Time (Brinkman)—Aug., 33.

Distribution Functions of Candy Salesman in War Time  
(Lobell)—Nov., 31.

Easter Candy (Candy Clinic)—May, 26.

Eastern Manufacturers Launch Scrap Drive (Copp)—  
Aug., 19.

Eddington, Retail Candy Expert, Dies—Nov., 16.

Eggs, Dried, Go To War (Wilbur)—May, 30.

### Employee Relations—

Labor Supply in Defense Era (Part II) (Brimm) (See  
Dec. '41)—Jan., 14.

Motion-Time Analysis (McCurdy) (See Nov. '41)—  
Feb., 13; March, 16; April, 17.

Excise Tax Killed in Committee—June, 26.

### Factories—

Carameros, Geo. D. (Cactus Candy)—July, 15.

Fannie May's New Factory—July, 32.

Hawaiian Pineapple Co. To Make Candy—Oct., 26.  
Lucy Ellen Candies' New Factory (List)—Nov., 13.  
Myers, Joe Franklin, New Factory—Jan., 33.  
Runkle Company's New Plant—Aug., 18.  
Williamson Candy Co. (Handicapped Labor) (Brimm)  
Jan., 14.

Fallacies, Some Candy Packaging (List)—Oct., 33.  
"Fancy" Packages (Editorial)—Sept., 11.  
Fannie May Acquires New Plant—July, 32.  
Fats For Candy (O'Malley and Price)—March, 13.  
Fats, Identification of (Langwill)—Jan., 11.  
Feed Table Belts (Foreman's Notebook, Aylesworth and  
Moyer)—Jan., 13.  
5-Ketogluconic Acid, Tartaric Acid Source (Lockwood)  
—Sept., 12.  
Floors, Cement, in the Confectionery Plant (Boase)—  
Aug., 12.

#### Foreman's Notebook—

Bottomer, or Cooling Tunnel Belts (Aylesworth and  
Moyer)—Feb., 15.  
Care of Packaging Machinery (Allen)—April, 35.  
Feed Table Belts (Aylesworth and Moyer)—Jan., 13.  
Foreman's Responsibility (Poverud)—Feb., 11.

#### Fruit—

Bar for Army's "K" Ration (Cruess and LaMoglia)—  
Sept., 16.  
Candy for the Holidays, Feature (Eddington)—Oct., 16.  
Sugar Savers in Candy Manufacture (Cruess)—  
May, 18.  
Fudge (Candy Clinic)—Aug., 20.  
Functions of Salesman in Wartime Candy Distribution  
(Lobell)—Nov., 31.

Gums and Jellies (Candy Clinic)—July, 17.  
Gum Work, Sanding Procedure in (Bier)—Nov., 17.

Hard Candy, Sanding Procedure in (Bier)—Nov., 17.  
Hawaiian Pineapple Company to Make Candy—Oct., 26.  
Hughes, Former N.C.A. Secretary Dies—Jan., 16.  
Hughes, Walter C. (Editorial)—Jan., 17.

#### Industrial Relations—

Foreman's Responsibility (Poverud)—Feb., 11.  
Labor Supply in Defense Era (See also Dec. '41)  
(Brimm)—Jan., 14.  
Labor Survey of Chewing Gum Industry (List)—  
Oct., 18.  
Labor Survey of Chocolate Industry (List)—Sept., 14.  
Labor Survey of Confectionery Industry (List)—  
Aug., 15.

Information, Please! (Editorial)—Jan., 17.

#### Ingredients, Replacement—

Corn Sugar's Place in Sugar Control Picture (Childs)  
March, 19.  
Fats for Candy (O'Malley and Price)—March, 13.  
Identification of Fats (Langwill)—Jan., 11.  
Milk-Protein Whipping Agent (Patterson)—Sept., 17.  
Soy Produces a Whipping Agent (Butler)—April, 12.  
Sugar Rationed! Corn Sugar to Rescue? (Peters)—  
Jan., 20.

#### Labor—

Conditions in Chewing Gum Industry (List)—Oct., 18.  
Conditions in Chocolate Industry (List)—Sept., 14.  
Conditions in Confectionery Industry (List)—Aug., 15.  
Supply in Defense Era (See also Dec. '41) (Brimm)  
—Jan., 14.

Lucy Ellen Candies' New Factory (List)—Nov., 13.

#### Machinery and Equipment—

Bottomer, or Cooling Tunnel Belts (Foreman's Note-  
book, Aylesworth and Moyer)—Feb., 15.  
Cement Floors in the Confectionery Plant (Boase)—  
Aug., 12.  
Dipping Trays, Masonite, Steven's Using—Oct., 36.

Feed Table Belts (Foreman's Notebook, Aylesworth  
and Moyer)—Jan., 13.  
19th Confectionery Industries Exposition—June, 20.  
Packaging Machinery, Care of (Foreman's Notebook,  
Allen)—April, 35.

Preventive Maintenance (Turner)—March, 22.

#### Maintenance—

Cement Floors in the Confectionery Plant (Boase)—  
Aug., 12.  
Foreman's Notebook—Jan., 13; Feb., 15; April, 35.  
Preventive (Turner)—March, 22.

#### Management—

After A Year of War, The Candy Industry—Dec., 13.  
Candy Packaging Fallacies (List)—Oct., 33.  
Chemist, Justifying, in Confectionery Plant (Childs)  
—Oct., 13.  
Controlling Quality (Poverud)—April, 15.  
Converting Candy Plant to War Work (List)—May, 21.  
Conversion to War Work, What You Should Know  
About (Watkins)—June, 17.  
Foreman's Responsibility (Poverud)—Feb., 11.  
Help Your Jobbers (Editorial)—Aug., 11.  
Mohlman Tells About War Production—Dec., 32.  
Motion-Time Analysis (McCurdy) (See Nov., '41)—  
Feb., 13; Mar., 16; Apr., 17.

Open Letter to Manufacturers (March)—Dec., 31.  
Smaller Units? (Editorial)—Oct., 2  
Supply, Labor, In Defense Era (Brimm) (See also  
Dec. '41)—Jan., 14.  
Survey, Labor, Chewing Gum Industry (List)—Oct., 18.  
Survey, Labor, Chocolate Industry (List)—Sept., 14.  
Survey, Labor, Confectionery Industry (List)—  
Aug., 15.

#### Manufacturer-Retailer, The—

Eddington, Retail Candy Expert, Dies—Nov., 16.  
Feature Fruit Candies for Holidays (Eddington)—  
Oct., 16.  
Preparing Your Lines Under Chocolate Shortages  
(Chumasero)—July, 13.  
Retail Shop Packaging (Eddington)—March, 33.  
Ribbons and Ties in War Time Candy Packaging  
(Johnson)—April, 31.

Marshmallow Candies (Candy Clinic)—July, 17.  
Masonite Dipping Trays Used by Steven's—Oct., 36.

#### Merchandising—

Candy Distribution in War Time (Brinkman)—  
Aug., 33.  
Candy Packaging Fallacies (List)—Oct., 33.  
Functions of Candy Salesman in War Time (Lobell)  
—Nov., 31.  
Help Your Jobbers (Editorial)—Aug., 11.  
Open Letter to Manufacturers (Mack)—Dec., 31.  
Smaller Units? (Editorial)—Oct., 20.  
Mohlman Tells About War Production—Dec., 32.  
Moulded Goods (Candy Clinic)—May, 26.  
Money For Defense (Editorial)—Jan., 17.  
Myers, Joe Franklin, New Factory—Jan., 33.

#### National Confectioners Association—

After A Year of War, The Confectionery Industry—  
Dec., 13.  
Convention Program, 1942—May, 32.  
Directory of Exhibitors—May, 33.  
59th Annual Convention (List)—June, 13.  
Half of Exhibit Space Sold—Feb., 25.  
Hicks Named Public Relations Director—March, 29.  
Names Convention Committees—April, 14.  
19th Annual Industries Exposition—June, 20.

#### Nutrition—

A.M.A. Again, The (Editorial)—Nov., 19.  
Dextrose versus Sugar (Whymper Letter)—Sept., 18.  
Identification of Fats (Langwill)—Jan., 11.  
Milk-Protein Whipping Agent (Patterson)—Sept., 17.

Soy Produces A Whipping Agent (Butler)—April, 12.  
Sugar, Some Truths About (Whymper)—May, 23.  
Sugar Values (Table) (Whymper)—May, 24.

Open Letter to Manufacturers (Mack)—Dec., 31.  
Our 1942 Program (Editorial)—March, 20.

#### Packaging, Candy—

Clever Packaging Sells Candy (Joe F. Myers Packages)—Jan., 33.  
Fallacies (List)—Oct., 33.  
"Fancy" Packages (Editorial)—Sept., 11.  
Interesting Candy Box Design (Thomas)—Feb., 29.  
Metamorphosis of a Design Theme (Dean)—July, 29.  
Paper Replaces Steven's Candy Tins (Fitzgerald)—Sept., 31.  
Retail Shop (Eddington)—March, 33.  
Ribbons and Ties in War Time Candy Distribution (Johnson)—April, 31.  
Smaller Units? (Editorial)—Oct., 20.

#### Packaging Clinic—

January Clinic Report—Feb., 32.  
April Clinic Report—May, 54.  
July Clinic Report—Aug., 38.

#### Packaging, General—

Candy Packages Take Prizes—April, 34.  
Conference in New York—Feb., 37.  
Carton Saves 30 Percent Board—May, 52.  
Salvage Practice in Confectionery Industry (List)—May, 49.  
Shortages, What To Do About (Browne)—June, 23.  
12th Annual Conference—April, 36.  
Packaging Machinery, Care of (Foreman's Notebook, Allen)—April, 35.  
Panned Goods (Candy Clinic)—Nov., 20.

#### Patents, Candy and Equipment—

January Issue—Lollipop Display and Container; Confection; Gum Breaking Machine; Stick Confection Handle; Design for Confection—Jan., 36.  
May Issue—Wrapped Confection; Confectionery Extruding Machine—May, 47.  
November Issue—Manufacture of Gum Confection; Chewing Gum; Manufacture of Chewing Gum—Nov., 25.  
Pectin Development of Interest—Oct., 15.  
Polarimetry, Saccarimetry and the Sugars (Abstract)—Oct., 15.  
Preventive Maintenance (Turner)—March, 22.

#### Production—

Adjusting Formulas to Available Materials (King)—April, 20.  
Controlling Quality (Poverud)—April, 15.  
Converting Candy Plants to War Production (List)—May, 21.  
Directory Survey Shows Significant Trends—Nov., 34.  
Fats For Candy (O'Malley and Price)—March, 13.  
Foreman's Responsibility (Poverud)—Feb., 11.  
Fruit Bar for Army's "K" Ration (Cruess and La Moglia)—Sept., 16.  
Fruit Candies, Feature for Holidays (Eddington)—Oct., 16.  
Fruit, Sugar Saver in Candy Manufacture (Cruess)—May, 18.  
Identification of Fats (Langwill)—Jan., 11.  
Justifying the Chemist in the Candy Plant (Childs)—Oct., 13.  
Milk-Protein Whipping Agent (Patterson)—Sept., 17.  
Mohlman Tells About War—Dec., 32.  
Preparing Your Lines Under Chocolate Shortages (Chumasero)—July, 13.  
Sanding Procedure in Hard Candy, Gum Work (Bier)—Nov., 17.  
Soy Produces A Whipping Agent (Butler)—April, 12.

Sugar Rationed! Corn Sugar to Rescue? (Peters)—Jan., 20.  
What You Should Know About Conversion to War Work (Watkins)—June, 17.

#### Raw Materials—

Adjusting Formulas to Available Materials (King)—April, 20.  
Brokers Render Real Service (Semrad)—Feb., 23.  
Candy Clinic Analyses in 1942 (Lehman)—Dec., 20.  
Corn Sugar's Place in Sugar Control Picture (Childs)—March, 19.  
Directory Survey Shows Significant Trends—Nov., 34.  
Eggs, Dried, Go To War (Wilbur)—May, 30.  
Fats For Candy (O'Malley and Price)—March, 13.  
5-Ketogluconic Acid, Tartaric Acid Source (Lockwood)—Sept., 12.  
Fruits, Sugar Savers in Candy Manufacture (Cruess)—May, 18.

Identification of Fats (Langwill)—Jan., 11.  
Milk-Protein Whipping Agent (Patterson)—Sept., 17.  
Pectin Development of Interest—Oct., 15.  
Soy Produces a Whipping Agent (Butler)—April, 12.  
Sugar Rationed! Corn Sugar to Rescue? (Peters)—Jan., 20.

Sugar, Some Truths About (Whymper)—May, 23.  
Vanilla Bean Price Ceilings (Editorial)—Oct., 20.

#### Recipes and Formulae—

Fruit Bar for "K" Ration (Cruess and LaMoglia)—Sept., 16.  
Fruit Candies (Cruess)—May, 18.

#### Research—

Adjusting Formulas to Available Materials (King)—April, 20.  
Fats For Candy (O'Malley and Price)—March, 13.  
5-Ketogluconic Acid, Tartaric Acid Source (Lockwood)—Sept., 12.  
Fruits, Sugar Savers in Candy Manufacture (Cruess)—May, 18.  
Identification of Fats (Langwill)—Jan., 11.  
Milk-Protein Whipping Agent (Patterson)—Sept., 17.  
Motion-Time Analysis (McCurdy)—Feb., 13; Mar., 16; Apr., 17.

Pectin Development of Interest—Oct., 15.  
Polarimetry, Saccarimetry and the Sugars—Oct., 15.  
Soy Produces A Whipping Agent (Butler)—April, 12.  
Sugar, Some Truths About (Whymper)—May, 23.  
Retail Shop Packaging (Eddington)—March, 33.  
Ribbons and Ties (Johnson)—April, 31.  
Runkle Company's New Plant—Aug., 18.

Salvage Practice in Confectionery Industry (List)—May, 49.  
Sanding Procedure in Hard Candies, Gum Work (Bier)—Nov., 17.

#### Sanitation—

Cement Floors in Confectionery Plant (Boase)—Aug., 12.  
Preventive Maintenance (Turner)—March, 22.

Soy Produces A Whipping Agent (Butler)—April, 12.

#### Standards, Candy—

Candy Clinic Analyses in 1942 (Lehman)—Dec., 20.  
Controlling Quality (Poverud)—April, 15.  
Dextrose versus Sugar (Whymper Letter)—Sept., 18.  
Identification of Fats (Langwill)—Jan., 11.  
Sugar, Some Truths About (Whymper)—May, 23.  
Steel Workers Beat Heat With Candy—Oct., 31.  
Stover's New Store—Oct., 36.

#### Sugar—

And Chocolate (Editorial)—July, 20.  
Control and Candy (Editorial)—Feb., 16.  
Control Picture, Corn Sugar in (Childs)—March, 19.  
Dextrose versus (Whymper Letter)—Sept., 18.

Extra—Counties in U. S.—Nov., 18.  
Fruits,—Savers in Candy Manufacture (Cruess)—  
May, 18.  
Polarimetry, Saccarimetry and the (Abstract)—  
Oct., 15.  
—Rationed! Corn Sugar to Rescue? (Peters)—Jan., 20.  
Some Truths About (Whymper)—May, 23.  
Values (Table)—May, 24.  
Summer Candies (Candy Clinic)—Aug., 20.  
Tartaric Acid Source, 5-Ketogluconic Acid (Lockwood)  
—Sept., 12.  
**Technical Abstracts—**  
Pectin Development of Interest (Univ. of Del. Bul.  
No. 234)—Oct., 15.  
Polarimetry, Saccharimetry and the Sugars (Bur. of

## INDEX TO

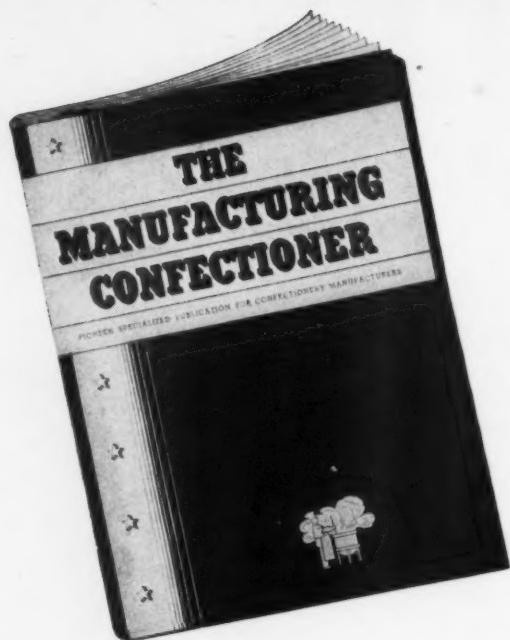
Allen, M. N.  
Care of Packaging Machinery (Foreman's Notebook)  
April, 35.  
Allured, P. W.  
A Strong Home Front (Editorial)—Oct., 11.  
Aylesworth, Howard G.  
Bottomer or Cooling Tunnel Belts (Foreman's Note-  
book, with Moyer)—Feb., 15.  
Feed Table Belt (Foreman's Notebook, with Moyer)—  
Jan., 13.  
Bier, John H.  
Sanding Procedure in Hard Candy and Gum Work—  
Nov., 17.  
Boase, A. J.  
Cement Floors in the Confectionery Plant—Aug., 12.  
Brimm, Theodore  
Labor Supply in Defense Era, Part II (See also Dec.  
'41)—Jan. 14.  
Brinkman, F. W.  
Candy Distribution in Wartime—Aug., 33.  
Browne, Christopher W.  
What To Do About Packaging Shortages—June, 33.  
Butler, H. G.  
Soy Produces A Whipping Agent—April, 12.  
Childs, Wesley H.  
Corn Sugar's Place in Sugar Control—March, 19.  
The Chemist in the Confectionery Plant—Oct., 13.  
Chumasero, Jr., Robert E.  
Preparing Your Lines Under Chocolate Shortages—  
July, 13.  
Copp, Will C.  
Eastern Candy Industry Launches Scrap Drive—  
Aug., 19.  
Cruess, W. V.  
Fruits—Sugar Savers in Candy Manufacture—May, 18.  
Fruit Bar for "K" Ration (With LaMoglia)—Sept., 16.  
Dean, Charles C. S.  
From Rooster to Eagle—Metamorphosies of a Design  
Theme—July, 29.  
Eddington, George A.  
Feature Fruit Candies For Holidays, This Year—  
Oct., 16.  
Retail Shop Packaging—March, 33.  
Fitzgerald, Gladys  
Paper Boxes Replace Steven's Tins—Sept. 31.  
Johnson, M.  
Ribbons and Ties in Wartime Packaging—April, 31.  
King, James A.  
Adjusting Formulas to Available Raw Materials—  
April, 20.  
LaMoglia, J.  
Fruit Bars for Army's "K" Ration (With Cruess)—  
Sept., 16.  
Langwill, K. E.  
Identification of Fats, Applying Constants to—Jan., 11

Standards Bul. No. C440)—Oct., 15.  
**U. S. Army—**  
Field Tests for "K" Ration—April, 19.  
"K" Ration, Fruit Bar for (Cruess and LaMoglia)—  
Sept., 16.  
Ski Troops Test "K" Ration—May, 46.  
Vale! (Editorial)—Nov., 19.  
Vanilla Bean Price Ceilings (Editorial)—Oct., 20.  
WPB Names Industry Advisory Committees—Oct., 26.  
War Production, Converting Candy Plants To (List)—  
May, 21.  
War Production, What You Should Know About Con-  
verting to (Watkins)—June, 17.  
War Production, NECCO Factory in Direct—Aug., 14.

## AUTHORS

Lehman, Eric  
Candy Clinic Analyses in 1942—Dec., 20.  
List, Otto F.  
Candy Packaging Fallacies—Oct., 33.  
Chewing Gum Industry Labor Report—Oct., 18.  
Chocolate Industry Labor Report—Sept., 14.  
Confectionery Industry Labor Report—Aug., 15.  
Converting Candy Plants to War Production—May, 21.  
Lucy Ellen Candies' New Factory—Nov., 13.  
N.C.A.'s 59th Annual Convention—June, 13.  
Salvage Practice in the Confectionery Industry—  
May, 49.  
Lobell, Rolfe M.  
Functions of Salesmen in Wartime Candy Distribution  
Nov. 31.  
Lockwood, Lewis B.  
5-Ketogluconic Acid—Tartaric Acid Source—Sept., 12.  
Mack, John  
Open Letter to Manufacturers—Dec., 31.  
McCurdy, Beth  
Time and Motion Analysis (See Nov. '41 for Part I.)  
Part II. Training Employees—Feb., 13.  
Part III. Motion-Time Rates—March, 16.  
Part IV. Cupping, A Case in Point—April, 17.  
Moyer, J. M.  
Bottomer or Cooling Tunnel Belts (Foreman's Note-  
book, with Aylesworth)—Feb. 15.  
Feed Table Belts (Foreman's Notebook, with Ayles-  
worth)—Jan., 13.  
O'Malley, J. A.  
Fats for Candy (With Price)—Mar., 13.  
Patterson, B. A.  
Milk-Protein Whipping Agent—Sept. 17.  
Peters, Alexander  
Sugar Rationed! Corn Sugar to Rescue?—Jan. 20.  
Poverud, G. M.  
Controlling Quality—Apr. 15.  
Foreman's Responsibility—Feb. 11.  
Price, Claude E.  
Fats for Candy (With O'Malley)—Mar. 13.  
Semrad, Paul  
Raw Materials Brokers Render Real Service Today  
—Feb., 23.  
Thomas, H. C.  
Interesting Candy Box Deseign—Feb. 29.  
Turner, Michael J.  
Preventative Maintenance—Mar., 22.  
Watkins, A. Rush  
What You Should Know About Conversion to War  
Work—June 17.  
Wilbur, C. D.  
Dried Eggs Go To War—May 30.  
Whymper, Robert  
Some Truths About Sugar—May 23.  
Sugar versus Dextrose (Letter)—Sept. 18.

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## Index to Advertisers

Acme Coppermithing Co.	28
American Maize-Products Co.	7
Avlon's Flavors	24
Baker Importing Company	26
Basic Industries, Inc.	00
Blackwell Co., H. L.	34
Blanke-Baer Extr. & Pres. Company	00
Burrell Belting Company	27
California Fruit Growers Exchange	3, 9, 19
Cleary Corp., W. A.	27
Clinton Company, The	00
Corn Products Sales Company	11
Curtiss Candy Co.	28
Diamond Cellulose Products	37
P. R. Dreyer, Inc.	24
DuPont de Nemours Company	33
J. C. Ferguson Mig. Works, Inc.	22
Florasynth Laboratories, Inc.	10
Fritzsche Brothers, Incorporated	4
General Drug Co.	28
J. W. Greer Company	6
Handler and Merkens	11
Hinde and Dauch	00
Hooton Chocolate Company	26
The Hubinger Company	28
Ideal Wrapping Machine Company	34
Ikeler, Donald	34
H. Kohnstamm & Co., Inc.	00
Lueders, Geo. and Company	22
Magnus, Mabee & Reynard, Inc.	00
Merckens Chocolate Company	11
Miner-Hillard Milling Co.	00
Monsanto Chemical Company	12
Mutual Paper Box Corporation	00
National Aniline Division	10
National Equipment Co.	00
National Ribbon Corp.	24
Oakite Products, Inc.	28
Package Machinery Company	30
Penick and Ford, Ltd., Inc.	29
Pfizer and Company, Charles	27
Polak's Frutal Works	8
Riegel Paper Corporation	00
J. B. Robinson and Son	26
Ross and Rowe	6
Savage Bros. Co.	2nd Cover
Service Industries, Inc.	00
Soy Bean Products Co.	00
Speas Manufacturing Company	29
Staley Mig. Co., A. E.	00
Standard Synthetics, Inc.	23
Sweetnam, Incorporated, George H.	00
Swift and Co.	00
Taft Company, R. C.	34
Union Standard Equipment Company	4th Cover
Vacuum Candy Machine Company	8
W-E-R Ribbon Corporation	34
Wessen Oil and Snowdrift Sales Co.	00
Wirk Garment Co.	25

# THERE IS NO EXCUSE FOR BEING A SCRAP SLACKER!

Your country still needs scrap metal—in spite of all stories to the contrary. And you've got the kind that's needed most!

What are you doing about it? Are you making excuses and marking time? Or are you going ahead with a real scrap program in your plant—one that will get these dormant materials into the war in a hurry?

That's what you've got to do. Don't be

content with simply selling your production scrap. Get out the idle and useless machinery, the old tools, dies, parts and fixtures. Tear down abandoned structures.

Read these questions and answers. They will give you the straight dope on the entire scrap problem. Read them even if you think you have already done a good job. Then go to work and really scrap!

## 1. Why this big fuss about scrap?

New steel is half pig iron and half scrap. We are making millions of tons more steel than ever before. Then, too, in normal times a good percentage of all steel eventually finds its way back to the mills as scrap. But today, steel goes overseas as weapons—and none comes back.

## 2. Can't the mills use a smaller percentage of scrap?

It is possible to make steel of pig iron alone. But to make one ton of pig iron takes  $\frac{1}{2}$  ton of limestone, 1.2 tons of coal, and 2 tons of iron ore. It is impossible to mine and transport enough of all these to replace even a small percentage of scrap.

## 3. Why do some local scrap piles still stand?

The American people came through magnificently with household scrap. But it was quickly found that this light material must be mixed with large quantities of heavy scrap, such as you have. Without your help, this flimsy scrap cannot be used in quantity.

## 4. How can I decide what to scrap?

Apply the ruling given in the box to everything in your plant. Not only machinery, but every single piece of idle metal on the grounds!

## 5. How shall I go about it?

Form a Salvage Committee and put a Salvage Manager in charge. Select a high executive for this job—one who has the authority to make decisions and to buck unthinking opposition. Go over your plant with a fine-tooth comb, marking what is to go. Then see that it goes!

## 6. Suppose I've already done the job?

You haven't! No matter how well you've done, it's been proved you can turn up much more. This is a continuing job, just as

## WHAT IS DORMANT SCRAP?

Obsolete machinery, tools, equipment, dies, jigs, fixtures, etc., which are incapable of current or immediate future use in the war production effort because they are broken, worn out, irreparable, dismantled or in need of unavailable parts necessary to practical re-employment.

## FOLLOW THIS RULE

If it hasn't been used for three months, and if someone can't prove that it's going to be used in the next three—sell it—or scrap it!

it is a continuing need. Try again and you'll be amazed at the results.

## 7. Is scrap deductible from my income tax?

This is important. If the item you scrap still appears on your books, it can be deducted. If you have already fully depreciated it, it cannot. Consult your accountant or attorney.

## 8. What if the material is still usable?

Find a buyer for it. Your scrap dealer or a used machinery dealer will buy usable material and equipment at higher than scrap prices. This includes pipe, rails and the like, in good condition. Write to this magazine for help with this problem if necessary.

## 9. To whom shall I sell my scrap?

If you don't know of a scrap dealer, look in the classified phone book. Dealers are glad to get heavy industrial scrap. Sort it according to materials, and separate the usable items from the mass. If the tonnage is high, you might get competitive bids from more than one dealer.

## 10. Do I have to sell it to a scrap dealer?

Yes. No one else is set up to sort and process scrap. This is an unbelievably difficult task, as there are 75 recognized grades of steel alone. As to profits—of course he makes a profit. He is a businessman just like you, and like you, his prices are regulated by government ceilings.

\* \* \*

*Don't hang onto things simply because you may need them after the war. A lack of scrap can lose this fight—and then what good will you get from the stuff you have hoarded?*

# THE MANUFACTURING CONFECTIONER

CHICAGO

NEW YORK

If you have done a successful salvage job at your plant, send details and pictures to this magazine.

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9-24-47

## SINCE WE CHANGED TO ETHAVAN...



THERE is good reason for the swing to Ethavan. Food, confectionery and extract manufacturers alike are finding this high quality ethyl vanillin an excellent solution to wartime vanilla-flavoring shortages...and an excellent way to cut costs and improve the sales appeal of their products.

One large manufacturer reports that Ethavan gives him  $3\frac{1}{2}$  times the flavoring strength of vanillin in his formula...making it possible to increase production 50% with just half as much Ethavan as vanillin at a 33% reduction in flavoring cost!

You may or may not be able to equal those results in your product. Depending on the type of food product to be flavored, most users report that Ethavan has a relative flavoring strength three times that of vanillin. But even at lower ratios you will be

able to increase your production per pound of flavoring material used and make substantial savings in cost.

You may also be able to improve your finished product! Fully equal to Vanillin Monsanto in uniform high quality, Ethavan has a pronounced and pleasing aroma which imparts a highly desirable added bouquet to the finished flavor.

Although supplies of Ethavan are definitely limited, raw material scarcities thus far have not affected this product as much as many others, and every effort consistent with the Victory program will be made to continue production at present levels. MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, St. Louis, Missouri. District Offices: New York, Chicago, Boston, Detroit, Charlotte, Birmingham, Los Angeles, San Francisco, Montreal.

### ETHYL VANILLIN IN FEDERAL SPECIFICATIONS

Ethyl vanillin is now included in Army and Navy Specifications for imitation vanilla flavors. See "Federal Specifications EE-E-911a; Extracts, Flavoring; and Flavors, non-Alcoholic (September 22, 1941)" available from U. S. Government Printing Office, Washington, D. C.



